

Director of Marketing

Full time salaried; exempt

Reports to: Executive/Artistic Director

About Fort Wayne Civic Theatre

Fort Wayne Civic Theatre is the premiere theatre in Northeast Indiana. We touch the lives of over 25,000 individuals annually through live theatrical productions, educational initiatives, and community outreach. With a recent change in leadership, we are embracing a season of change and planning to expand our programming to include more productions in various venues, more community conversations, and a strong focus on artistic excellence.

Job Summary

Responsible for all development and implementation of theatre promotion, sales information, marketing, and public relations of the theatre. Generates all collateral for the organization including the season brochure, the show programs and all newsletters, brochures, fliers, and direct mail pieces in collaboration. Facilitate social media programming and communication.

Organizational Relationships

- Reports to the Executive/Artistic Director
- Works in collaboration with the Director of Development
- Works in collaboration with the Director of Production
- Directly interacts with all employees as a marketing representative for the institution

Essential Duties & Responsibilities

- In collaboration with Executive/Artistic Director, create and maintain marketing budget for each season
- Track and report marketing expenses within budget
- Develop and execute season subscription campaign including collateral, deadlines, and follow up
- Coordinate with box office to add all performances and events to ticket sales systems
- Write copy for all collateral including brochures, programs, website, postcards, social media, press releases, and other material as needed
- Generate designs for all collateral including website, programs, postcards, brochures, social media, press releases, and other material as needed
- Maintain and update website design and information as needed
- Oversee all social media and marketing platforms including email marketing campaigns
- Create and maintain media relationships with local, regional, and national media outlets for interviews, stories, and coverage of organizational projects
- Create and maintain vendor relationships including printers, graphic designers, photographers, videographers, and other relevant vendors
- Art direct photography, videography, and content for all productions, projects, and public-facing media for the organization including archival and promotional photography for each production
- Coordinate with other departments to produce materials as needed for small projects

- Oversee development of and sales of branded merchandise both for the organization and individual projects and productions
- Recommend strategies and best practices to grow ticket sales and outreach
- Coordinate audience and volunteer surveys for each production and project including generating surveys and collating/analyzing responses
- In collaboration with Executive/Artistic Director and Director of Development, seek out sponsors and maintain sponsor relationships
- Track, design, and facilitate company printed materials including letterhead, business cards, envelopes, etc.
- Schedule and coordinate company attendance at local and regional events and programs including Taste of the Arts, Business Expo, and other similar events

Methods of Accountability

Methods of Accountability will be based on Standards of Performance along with:

- Employee feedback
- Analysis of business goals
- Accuracy and timeliness of marketing materials
- Budget maintenance
- Meeting sales and outreach goals

Minimum Qualifications

- Bachelor's degree in Marketing, Communications, Business Administration, or related field or a combination of education and work experience that yields the required skills, knowledge and abilities
- Masters degrees in Marketing, Communications, Business Administration, or related field preferred
- Strong preference for those with experience working in nonprofit accounting and most specifically to those with a background in the performing arts
- Able to handle confidential company and employee information with the integrity
- Exceptional communication, conflict resolution, objective thinking, and interpersonal skills
- Knowledge of graphic design, photography, and videography
- Analytical and problem-solving skills
- Self-motivation and the ability to meet deadlines and multi-task in a fast-paced environment
- Professional etiquette and work ethic
- Superior organizational and time management skills
- Data management skills and abilities
- Effective leadership and communication skills
- Must be able to work well in teams as well as independently
- Superior attention to detail is critical
- Have an interest in theatre and a career in non-profit work

Standards of Performance

Standards of performance are based on the minimum qualifications and the mission, vision, and goals of Fort Wayne Civic Theatre

Physical / Mental Demands & Working Conditions

- General office and theatre environment
- Some occasional nights and weekends may be required due to the nature of the business
- Some lifting will be required

Compensation/Start Date

\$50,000-\$55,000 (BOE)

Full-time employee benefits package including health benefits, paid time off, paid holidays, and retirement funds.

Desired start date: Fall 2026

To Apply

Send cover letter and resume to Chelsea Anderson at canderson@fwcivic.org with the subject line "Director of Marketing Submission."

To learn more about Fort Wayne Civic Theatre, visit www.fwcivic.org.

Application deadline: October 12, 2026

Fort Wayne Civic Theatre is committed to providing equal employment opportunities to all employees and applicants for employment. Accordingly, Fort Wayne Civic Theatre provides employment opportunities without regard to race, color, religion, creed, ethnicity, sex, pregnancy, national origin or ancestry, age, physical or mental disability, citizenship status, marital status, sexual orientation, gender identity, family responsibilities, genetic status or information, military or veteran status or status in any status protected by federal, state, or local law.

This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. Fort Wayne Civic Theatre will not tolerate unlawful discrimination, harassment, or retaliation under any circumstances.

We are eager to cultivate a broad and inclusive field of applicants. Fort Wayne Civic Theatre is committed to building a diverse community of staff, volunteers, and apprentices. Individuals from underrepresented groups are encouraged to apply.