

## BROADWAY SACRAMENTO



### **Broadway Sacramento Job Description**

**Job Title:** Communications Manager  
**Classification:** Full time/hourly  
**Reports To:** Director of Marketing & Public Relations  
**Salary Range:** \$53,000 - \$58,000/year

#### **Position Summary**

The Communications Manager for Broadway Sacramento serves as the organization's creative storyteller for external and internal messaging. The position is Broadway Sacramento's primary writer, editor and proofreader, creating content for a variety of materials, as well as editing and proofreading content to ensure its accuracy and adherence to style and brand guidelines.

The position is fast-paced and requires quick turnarounds, creative problem solving and a team-oriented, collaborative mentality. Some evening and weekend work is required, particularly during the summer Broadway At Music Circus season.

#### **Job Duties**

##### ***Writer***

- Create content/copy for a wide range of external and internal materials, including for the following:
  - Broadway At Music Circus series
  - Broadway On Tour series
  - Development department
  - Education & Community Engagement department
- Materials may include print, broadcast and digital marketing materials; company website; show playbills; brochures; fundraising appeals and event invitations; flyers; videos; patron emails;

donor communications; study guides; public statements and announcements; and other items as needed.

- Ideal content will be concise and error-free, and will motivate, inspire, educate, inform, engage, or simply provide information. It will share Broadway Sacramento's story and vision, promote its brand and mission, and on a basic level, motivate consumers to purchase a ticket, make a donation or participate in some other way.
- Content must adhere to brand standards and be consistent with Broadway Sacramento values and mission.

### ***Editor/Proofreader***

- Edit copy from internal stakeholders for word choice, style consistency, accuracy, spelling, sentence structure, flow, readability and clarity, ensuring that it has appropriate voice and adheres to style and brand standards.
- Proofread content at appropriate stages in its creation to identify omissions and irregularities, errors or inconsistencies in grammar, spelling, punctuation and word usage, serving as the final checkpoint prior to printing/publishing.
- Must be meticulous about details and accuracy in all stages of the editing and proofreading process.
- Must be proficient with both formal and informal use of language.

### ***Other Duties***

- Coordinate people and processes to ensure that playbills, and other projects as needed, are delivered on time, accurately and within budget.
- Assist as needed with Marketing budget tracking and invoice processing.
- Manage seasonal (May/June through August) Professional Assistant responsible for writing actor and creative team bios for Broadway At Music Circus playbills.

### **Required Experience, Skills**

- At least 3 years of experience in positions requiring writing, editing, proofreading and project management skills
- Solid writing skills in multiple styles
- Solid reading comprehension
- Proficient in English grammar and punctuation rules
- Experience using AP or other writing style guides
- Meticulous attention to detail
- Solid, tactful communicator
- Skilled listener
- Exceptional organizational capabilities
- Ability to effectively meet multiple deadlines

- Ability to concurrently manage multiple projects
- Strong aptitude for problem-solving
- Experience collaborating with and managing people
- Proficient with Microsoft Office Suite
- Bachelor's degree in Marketing, Communications or a related field
- Background or interest in/passion for theatre or other performing arts

*Revision Date: 4-18-24*

#### Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.