

Title: Marketing and Audience Development Consultant  
Job Status: Contract Basis  
Reports to: Producing Artistic Director

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## **About Bridge Repertory Theater**

We are a 501c3 nonprofit performing arts organization with a mission to connect actors to audiences, artists to artists, and the theatre to our city. Founded in 2012 by a group of six artist / entrepreneurs, all under the age of 30 (at the time!), we quickly emerged as a new and exciting player in the arts scene of greater Boston. With just \$10,000 in start up money, we went on to produce fourteen fully realized mainstage productions in our first four years, curating a wide range of work under the auspices of two core values: 1) hire the very best actors possible, and 2) give audiences unprecedented access to those actors via unique, intimately staged productions. Now entering our fifth year, we are undertaking a ground breaking residency at the Multicultural Arts Center in East Cambridge, where we will develop an unprecedented world premiere called *Dark Room*, written by living playwright George Brant, with movement design by Doppelgänger Dance Collective, and featuring an epic cast of 20 – 30 women.

Our hope is to extend the one-year residency into a longer-term relationship with the Multicultural Arts Center, and to increase our operating budget from \$100,000 / year, to \$500,000 per year by our tenth year.

## **Role Overview**

In the nonprofit arts sector, visibility is key for acquiring the resources needed to bring important stories to the community. The Marketing and Audience Development Consultant (MADC) will play a critical role in ensuring that Bridge Rep continues to build its reputation, its tangible resources, and its relationship with its community.

Reporting to and in partnership with Bridge Rep's Producing Artistic Director (PAD) and Publicist, the MADC will spearhead marketing, promotional, and audience development efforts for Bridge Repertory Theater in a manner consistent with the organization's growth targets and goals. In taking on this new position within the organization, the MADC will have the opportunity to create and innovate strategic marketing functions, including outreach to individuals, schools, businesses, and other arts programs, with an emphasis on connecting to East Cambridge and the surrounding neighborhoods.

The MADC will actively seek the PAD's involvement in policy decisions and campaign planning.

## **Job Responsibilities:**

- Identify best practices, industry standards and outreach methods appropriate to the Cambridge and greater Boston theater/arts market.
- Develop a strategic plan for near-term audience development, including development for all events associated with Year 5 (Launch Party + Fundraiser / Marvelous Party, Raven Edition / Shakespeare Valentine's Day Scenes / Dark Room Productions + Workshop). This plan should include a timetable for audience outreach (newsletters, person-to-person, social media, print and digital advertising, mailers, etc).

- Develop a strategic plan for long-term audience development which includes Season 6 events TBA.
- Work with the PAD and Bridge Rep's graphic designer to develop promotional materials that will raise awareness of the organization's work, goals, and financial needs.
- Regularly produce progress reports reflecting the effectiveness of various campaigns to be shared with the PAD and Board of Directors. Reports should include analytics records, forecast details and objective evaluation of ticket sales and marketing programs.
- Prioritize marketing spending based on analysis and evaluation of ROI trends.
- Work in coordination with Development and Fundraising Consultant as needed for any campaign-related marketing and publicity plans.
- Responsible for the enhancement of Bridge Rep's image by being active and visible in the community and by working closely with other professional, civic and private organizations.
- Hold all organizational information in strict confidence.

**Professional Qualifications:**

- A bachelor's degree or equivalent experience
- Five or more years' experience in marketing, with a preference for experience in the non-profit and or arts industries
- Strong written and oral communication skills
- Assorted software skills
- Strong organizational abilities including planning and task facilitation
- Ability to convey a vision of strategic future to PAD, Board and donors
- Ability to interface and engage diverse volunteer and donor groups
- Other duties as assigned by the PAD and Board of Directors.

**Compensation + Dates of Contract:**

Contractor fee commensurate with experience and other qualifications.

Target start date: 15 July 2017, minimum one year commitment.

**To Apply:**

Email cover letter and resume to Producing Artistic Director, Olivia D'Ambrosio, at [olivia@bridgerep.org](mailto:olivia@bridgerep.org).