



PR & Marketing Manager Job Description

Program/Dept:	Administration
Direct Report:	Managing Director
Classification:	Full-Time/Hourly/Non-Exempt/Benefits Eligible
Compensation:	\$67k-\$70k annual salary commensurate with experience

East West Players, Inc. (EWP) is a non-profit theatrical organization with a mission of producing artistic works and educational programs that foster dialogue exploring Asian Pacific American experiences.

The primary function of the PR & Marketing Manager is to design, implement, and lead all marketing efforts for EWP programming and audience-facing communications including but not limited to press, social media, and direct campaigns, with a goal of increasing audiences, Memberships, and ticket sales. This person is also responsible for stewarding the overall branding and messaging of the organization, and the editorial direction and production of all publications, marketing, and fundraising materials.

The incoming PR & Marketing Manager will spearhead EWP's organizational growth and execute a large-scale marketing campaign in anticipation of the company's 60th Anniversary Season from 2025-2027. Collaboration with various departments and liaising with external partners—especially press agency and artistic contractors—on execution of marketing campaign objectives is a key component. The PR & Marketing Manager also manages the Marketing Associate. Interpersonal skills, goal-setting, and communication, alongside a strong visual aesthetic and written voice are must-haves.

Responsibilities include, but are not limited to, the following areas:

- Generate and implement comprehensive campaigns and strategies for organization's brand, programming, press, and social media
- Craft and steward the messaging of the organization from its social justice lens
- Increase the company's national profile as the premiere Asian American theater
- Manage Marketing Associate and liaise with contracted vendors
- Lead organization's rebranding and expansion through its 60th Anniversary Season
- Create and adhere to annual department budget
- Analyze data and metrics with the intent of audience cultivation and retention
- Form strong relationships with other theaters and community partners
- Maintain press list and nurture relationships with press contacts and influencers
- Write, edit, and distribute press releases, coordinate media requests, and organize interview logistics
- Oversee execution of all marketing collateral for productions, including video production, digital campaigns, mailings and cross promotional efforts



- Manage content for organization's website, social media, and related online accounts
- Create physical and digital collateral including but not limited to show programs, mailers, promotional flyers, etc.
- Attend meetings as required and provide support at EWP events as needed

Required Competencies:

- Exceptional interpersonal and communication skills
- Familiarity with Los Angeles theater culture and arts organizations
- Ability to multi-task and set deadline-driven goals
- Expertise in Google Analytics and designing campaigns around data
- Proficiency with marketing software/applications such as CRM tools (Salesforce/PatronManager experience a plus), email marketing software, etc.
- Budget management
- Microsoft Office and Google Workspace
- Excellent copywriting skills and editorial voice
- Fluency in social media (trends, best practices, audiences, etc.)
- Graphic design experience with software such as Canva & Adobe Creative Suite
- Experience with HTML, CSS, and web design
- Ability to occasionally lift approx. 30 lbs occasionally preferred but not required

Preferred Experience in:

- Demonstrable commitment towards building a more collaborative and community-driven theater industry
- Knowledge of and adherence to Actors' Equity Association media rules
- Visual media fluency, including but not limited to graphic design, illustration, videography, photography
- Content creation and familiarity with Instagram, Tik Tok, etc. trends
- Familiarity with printing specifications, vendors, and best practices
- General expertise in theater practice and production
- Entertainment industries beyond theater
- Comfort working with, restoring, and cataloging archival materials

To Apply: This position is available to start immediately. Qualified candidates are encouraged to apply early. Please send a cover letter and resume to marketing@eastwestplayers.org. Please include Marketing Manager in the subject line.

An Equal Opportunity Employer: EWP provides all persons with equal employment opportunities without regard to race, color, religion, sex, gender identity or expression, national origin, age, veteran or marital status or any other characteristic protected by federal, state, or local law.