



Bricolage Production Company
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BricolagePGH.org

About Bricolage Production Company

At Bricolage, our mission is to immerse artists and audiences in adventurous theatrical experiences that foster connections and alter perceptions. We envision theater not as a passive experience, but as a vehicle for heightened involvement for artist and audience alike. Our approach encourages artists to take the creative risks necessary to create full-blooded, high-quality theatrical experiences that challenge audiences to engage in new ways, react, and express openly their opinions about our work – to have a stake in the creative discussion.

Over the past 15 years, Bricolage has been a prolific participant in the downtown Pittsburgh cultural scene, providing audiences with a broad spectrum of original works, adaptations, collaborations, and interactive experiences. In 2012, our first immersive, site-specific work, 'STRATA,' was named best production of 2012 by both the Pittsburgh Post-Gazette and the Tribune Review. STRATA was also prominently featured in the July/August 2013 issue of American Theatre Magazine in an article about the emerging practice of immersive theatre. Since then, Bricolage has specialized in immersive experiences and we've been strategically focused on increasing the number of immersive programs we present each year while growing our total audience reached.

About the Marketing & PR Manager Position

Much of Bricolage's growth has come in the past four years. In that time, we moved from three to eight full-time salaried employees, launched a variety of new operational and programmatic initiatives, and significantly increased our programmatic, financial, and operational complexity. As part of a new strategic capitalization plan, we recently added a full-time Audience and Box Office Manager to the marketing department to ensure that as our audience grows, the level of customer service and close, familial relationship Bricolage has formed with our patrons continues to flourish. In addition, we have removed primary box office functions from the Marketing and PR Manager so that this role can better carry out marketing functions at our small, dynamic arts organization and focus on significant growth of our audience base. This position currently offers the opportunity to play a major role in Bricolage's fully-funded strategic marketing plan as an extension of our current 3-year strategic vision, from inception to execution.

Requirements: Candidate must have previous experience in marketing, with proven expertise in digital strategy and execution. Intermediate web skills, proficiency in Adobe Photoshop, InDesign, and Microsoft Office Suite preferred. Experience with collecting, analyzing, and reporting on data required. The ideal candidate will possess excellent written and verbal communication skills and be comfortable both over the phone and in-person at large social gatherings. Must have ability to work quickly while maintaining great attention to detail, and to be agile in a company that takes out-of-the-box approaches and short-notice opportunities. Position requires the ability to prioritize tasks, work independently, and pay a high degree of attention to detail. Candidate must be able to work with a dog in the office and be comfortable working in a relaxed, non-traditional atmosphere. Ideally, candidate will be a creative problem solver, and have a passion for working in theater organizations. The successful candidate will be highly familiar with Bricolage's brand, programs, and vision and have the ability to write clear, compelling copy.

Responsibilities:

MARKETING AND PR STRATEGY

- Develop and implement program-specific and general strategies to increase ticket sales year over year
- Provide a strategic marketing perspective to the artistic and managing directors
- Plan and execute all digital marketing, including SEO/SEM, email, social media and display ad campaigns
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and PPC)
- Shape public perception of the theater through execution of brand identity through print communications, publications, electronic media, media relations, public events, and physical spaces
- Responsible for direction, design, production, and distribution of all organization publications; coordinates with external vendors as needed
- Maintain Bricolage's online presence through website and social media platforms; recommend new platforms and strategies based on current trends
- Work with the Audience and Box Office Manager to maintain and grow organization mailing lists
- Work with Box Office Manager to analyze post-show audience surveys, and gather information about audience reaction and feedback for Bricolage team to incorporate into future initiatives
- Manage media relationships; writing and distributing press releases and pitching stories to generate interest
- Attend creative meetings and performances as needed to meet artistic team, understand artistic choices, and best represent programs to public
- Keep informed of developments and innovations in the field of marketing and public relations in the arts and non-profits, and make recommendations for annual organizational goals and objectives

PLANNING AND BUDGETING

- Develop programmatic, annual, and long-term marketing plans that maximize limited advertising dollars and increase audience cross-pollination; monitor and evaluate performance
- Oversee marketing expenses for program-related and general marketing budgets; monitor expenses throughout the year to ensure that budget goals are met; regularly analyze reports to gauge success of sales against marketing efforts
- Sell program ads and make ad buys in line with annual sales and marketing plan

GENERAL

- Work with development and rental initiatives to align and strengthen communications, ensure unity in presentation, and help achieve team goals
- Develop organizational documents, proposals, and communications materials, including design, key messages, copywriting, editing, and proofing

This is a full-time salaried position. \$37,500 annually with health benefits, generous vacation time, and a company-issued MacBook Pro. Typical office hours are 10am-6pm weekdays. The office maintains a flex schedule to accommodate for night and weekend hours that are sometimes worked during heavy pre-production and performance weeks. All qualified applicants will receive equal employment opportunity regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state, or local law. Bricolage will provide reasonable accommodations for qualified individuals with disabilities.

To Apply: Please send cover letter, resume, and at least one marketing-related writing sample as PDF attachments via email to Jackie Baker, Managing Director, at hire@webbricolage.org. Materials will be accepted through May 16th, with the goal of a mid-to-late June start date.