

# OPEN POSITION: MARKETING + SOCIAL MEDIA MGR.



## ABOUT MONUMENTAL

Monumental Theatre Company is where bold storytelling meets fresh talent. We champion emerging artists, creating immersive, boundary-pushing experiences that captivate audiences. As an incubator for the next generation of theatre-makers, we're redefining musical theatre while staying true to our roots—making the art form more innovative, accessible, and exciting for artists and audiences throughout the Washington, DC area.

## POSITION OVERVIEW

We are seeking a creative and organized **Marketing and Social Media Manager** to serve as the digital voice of Monumental Theatre Company. In this role, you will drive ticket sales and brand awareness through engaging social content, strategic email marketing, and consistent public relations efforts. This is a hands-on role, perfect for a self-starter who loves musical theatre, has a keen eye for graphic design, and understands the nuances of the Washington, D.C. theater community.

## CORE COMPETENCIES

- **EXPERIENCE:** Previous experience in marketing, social media management, or publicity (preferably for a non-profit theatre) and familiarity with the DMV theater landscape.
- **DESIGN TOOLS:** Strong proficiency in graphic design tools (Canva is great; Adobe Creative Cloud is a plus).
- **WRITING:** Strong copywriting skills with the ability to adopt an energetic, clear brand voice.
- **TECH SAVVY:** Comfort with or ability to learn website CMS (e.g. Wix), email marketing platforms (e.g. Mailchimp), and ticketing software (e.g. ArtsPeople).

## CORE RESPONSIBILITIES

### 1 SOCIAL MEDIA STRATEGY + MANAGEMENT

- Develop and execute a cohesive social media strategy across Instagram, Facebook, TikTok, and other relevant platforms.
- Create trends-focused content (Reels/TikToks) that appeals to our core demographic.
- Monitor engagement, respond to comments/DMs, and foster an online community around our productions.
- Oversee additional Social Media Consultant(s) for productions.

### 2 DIGITAL MARKETING

- Develop and execute a cohesive marketing plan and calendar for each production and event.
- Curate, design, and send regular newsletters and promotional blasts to our audience and donor bases.
- Maintain the company website via Wix to ensure all company information including but not limited to show dates, ticketing links, cast bios, and supporter information is up-to-date.

### 3 GRAPHIC DESIGN + ASSET CREATION

- Design eye-catching graphics for social media, digital ads, email headers, and print collateral (postcards/flyers) consistent with Monumental's bold visual identity.
- Maintain an organized library of digital assets (photos, logos, video clips) for team use.

### 4 PUBLIC RELATIONS + COMMUNICATIONS

- Draft and distribute press releases for upcoming seasons, casting announcements, and special events to local and national media outlets.
- Maintain internal press and influencer lists and serve as main point of contact for reviews and interviews.
- Serve as the primary contact for TheatreWashington and ensure all productions are accurately registered for Helen Hayes Award adjudication.

**TO APPLY:** Please submit a resume and cover letter to [kaiya@monumentaltheatre.org](mailto:kaiya@monumentaltheatre.org) with the subject line "**Marketing and Social Media Manager Application - [Your Name]**".

*NOTE:* Cover letters for this position may take creative forms incorporating the skills required for the position.

**EMPLOYMENT TYPE:** Part-Time / Hourly

**LOCATION:** Washington, DC / Alexandria, VA

**REPORTS TO:** Board of Directors

*Monumental Theatre Company is an equal opportunity employer committed to fostering a safe, inclusive, and equitable workplace. In accordance with our Policy Against Discrimination and Harassment, Monumental does not discriminate on the basis of race, color, religion, national origin, sex, gender identity or expression, sexual orientation, age, disability, genetic information, veteran status, or any other protected characteristic under applicable law. We are committed to maintaining a respectful and empowering environment for all artists, staff, and collaborators, and we take proactive steps to prevent, address, and remedy discrimination, harassment, and retaliation across all aspects of our work.*

## COMPENSATION

- **RATE:** \$15-17 per hour based on prior work experience.
- **HOURS:** No more than 20 hours per month.