

Marketing and Development Assistant

This position is temporary with the possibility of becoming a permanent position.

DUTIES:

The duties of the Marketing and Development Assistant include but are not limited to:

- Work closely with the Director of Development executing the marketing plan. This will include preparing direct mail and email that will be sent to segments of our database.
- Compose direct mail and email to each segment
- Pull segmented lists from the theatre database. (Audience View, training provided)
- Maintain and meet the marketing schedule for mailings and email
- Make bulk mail runs to the post office
- Assist in tracking the results of the marketing plan
- Assist in development of a social media plan
- Create posts, post and maintain the social media plan
- Assist in the publishing of the Playbill for each show
- Assist in the design and upload of digital graphics for the electronic display
- Assist, as needed, in accomplishing the day-to-day operation of the theatre office
- Provide admin support to the Executive Director
- Other duties as needed

This position is a temporary position with the possibility of becoming permanent. The business office workday is 9:00 a.m. to 5:00 p.m. There may be times when the Marketing and Development Assistant would be asked to assist in the evening and weekend activities of the theatre. The hourly rate is \$15.00/hour.

QUALIFICATIONS:

- Strong attention to detail
- Strong communication skills
- Ability to work in the fluid environment of a theatre

Knowledge and experience with the following software programs a plus.

- Word (office 365)
- Excel (office 365)
- Digital design and desktop publishing (Indesign, Photoshop, Ripl, and Adobe Acrobat)

Manoa Valley Theatre

The Theatre

Manoa Valley Theatre was founded in 1969 and has been in continuous operation since that time. The facility at 2833 East Manoa Road was built in 1986 with nearly \$1 million in community support and is housed on land which is leased from Kawaiahao Church and was once the site of their Manoa chapel.

The mission of the theatre is “to produce intimate, high-quality, innovative theatre for the benefit of Hawaii audiences and artists.” The principles which guide fulfillment of this mission are:

- striving to consistently provide quality entertainment
- a commitment to develop Hawaii theatre artists
- producing challenging, thought-provoking, educational experiences
- acceptance of artistic risks
- an expectation of professionalism at all levels
- fiscal responsibility

The theatre is organized as a “community theatre” although by definition it is better characterized as “semi-professional” because of its professional staff and frequent use of professionally trained/experienced guest directors, musicians, designers, and performers.

Professional Staff

The full-time professional staff is composed of the Executive Director, Development Director, Production Manager, Production Stage Manager, Marketing and Admin Associate, Costume Supervisor, and Technical Director.

The part-time staff is composed of Evening Box Office Assistant, Payroll and HR, Beverage Service staff, Publicist and Education Coordinator.

Play Production Season

MVT annually produces a mainstage play season of seven selections which includes musicals, comedies, and dramas. Play selections are typically drawn from recent Off-Broadway and Broadway seasons. The MVT Music and Comedy Series is comprised of six concerts. From time to time, special presentations are produced in a Dark Night Series between mainstage productions or on dark nights during the run of mainstage plays. The MVT Studio is the

educational program, teaching both artistic and technical skills for the theatre. The theatre is in production year-round, with a new play opening every other month, and each play being presented with between 15 and 30 performances. The annual play production season begins in September.

Board of Directors

The organization is governed by a volunteer Board of Directors (27 members) which meets monthly. The board conducts its business through a committee structure. All members of the board participate on one or more standing committees, which meet at least once monthly. Members of the board also participate in the “Adopt-A-Play” program which provides for visits as guests to auditions and rehearsals to increase their familiarity with the play production process and MVT’s volunteer program.

Annual Finances

Manoa Valley Theatre is a not-for-profit, tax-exempt charitable organization doing business under section 501(c)(3) of the Internal Revenue Service code. The theatre’s operating budget for FY23 is about \$1,300,000. Approximately 55% of its annual funding comes from ticket sales to the plays (single tickets and season tickets). The remaining 45% is raised by the Director of Development with the assistance of the Board of Directors, with direct assistance of the staff, through direct mail fundraising, grant writing, corporate play sponsorships, and an annual gala fundraising event. The fiscal year begins September 1.

Memberships

Manoa Valley Theatre is a member of the American Association of Community Theatres (charter member), (Hawaii) Alliance for Drama Education, the Hawaii State Theatre Council, and the Hawaii Association of Nonprofit Organizations.