



TITLE	CLASSIFICATION	SALARY GRADE
THEATER ARTS PROMOTIONS SPECIALIST	CLASSIFIED	GRADE: L
BOARD POLICY REFERENCE: 2014/15 Classification Review		

JOB DESCRIPTION:

Under general supervision, assists in coordination of activities to promote theater productions; assists in the design and production of promotional materials, publicity and advertising; and performs related work as required.

SCOPE:

The Theater Arts Promotions Specialist plans, organizes and develops campaigns to publicize, advertise and promote plays and other events at SRJC and summer repertoire theater events.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Collaborates with theater production staff to develop publicity campaigns to promote upcoming events.
2. Produces radio, television, newspaper, and internet promotional material.
3. Uses computer graphics and software programs to design and produce promotional materials such as flyers, brochures, posters, and internet ads.
4. Sells advertising space; writes and designs advertising copy.
5. Plans and supervises publicity, advertising, and promotional campaigns; uses methods to maximize impact and raise public awareness.
6. Reserves advertising space in appropriate print and broadcast media outlets.
7. Works with theater box office to coordinate special promotions and manage ticket availability.
8. Designs, schedules and coordinates photo sessions of cast for promotional purposes.
9. Creates a marketing plan to promote each season of theater productions.

EMPLOYMENT STANDARDS

ABILITY TO:

Develop and implement advertising and promotional activities; establish priorities; work under pressure to meet deadlines; organize and handle a variety of projects simultaneously; coordinate production and printing of publications and promotional materials in an effective and appropriate manner; communicate effectively in English; write, edit and proof written copy for publications, broadcast, and other media outlets; follow and give oral and written directions; maintain cooperative working relationships; demonstrate sensitivity to, and respect for a diverse population.

KNOWLEDGE OF:

Promotional and marketing techniques; graphic design, layout and illustration; operation of standard office productivity software and software applications such as InDesign, Photoshop, Illustrator, proper trade practices, procedures, terminology, and techniques required for various graphic effects; electronic desktop publishing equipment and techniques such as form design and layout techniques.

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

An Associate's degree.

Experience:

Increasingly responsible experience in theater promotions or related field.

SPECIAL REQUIREMENTS:

Must be able to demonstrate freedom from color blindness.