



## POSITION SUMMARY

Job Title: Communications Director

Reports to: Festival Director

Commitment: 10-15 hours per week, December 2024 through April 2025

Position Type: Contractor

Compensation: \$800/month

The Communications Director serves on the Fertile Ground executive leadership team along with the Festival Director and Operations Director, providing support and guidance to promote the ongoing success, growth, and positive impact of the Festival. Specifically concerned with overseeing Festival communications, the Communications Director's major responsibilities are raising the profile of Fertile Ground with creative producers as well as with the broader Portland-Area community.

## JOB RESPONSIBILITIES

- Design and implement comprehensive communications and marketing strategies to attract Festival participants and audiences. Plan and implement campaigns for Festival attendance and Festival Pass sales, maintaining strong Festival voice and brand.
- Develop clear and specific marketing goals and objectives, including a calendar that details all marketing activities and deadlines (i.e. including press releases, email campaigns, print deadlines, social media campaigns, and all ad placements/campaigns). Track, analyze, and regularly report to other Festival staff on the results of the marketing plan.
- Create/update and utilize a general Fertile Ground style guide, incorporating pieces of the Fertile Ground Accessible Website Style Guide. Ensure all marketing materials and images are consistent with Fertile Ground branding.
- Support the final month of producer registration for Fertile Ground, helping to ensure that any possible Portland-area creators are aware of the Festival opportunity.
- Assist with the implementation of Fertile Ground and PATA's End-of-Year fundraising campaign.
- Oversee the development and maintenance of the digital and print versions of the Festival Guide, ensuring accuracy and accessibility of content.
- Oversee the creation of Festival digital and print collateral. Supervise all communications and marketing activities and provide guidance and feedback to any communications staff hired by the Festival, including graphic designers, social media managers, and website designers. Delegate responsibilities and ensure quality and accuracy of all Communication team's output.
- Actively pursue opportunities for media coverage and other free (non-advertising) methods of raising awareness of Festival activities.

- Collaborate with other Fertile Ground staff on generating ideas for promotional events or activities and organizing them efficiently, including the Producer Meet-Up, Opening Night Toast, and tabling campaign at Portland theatre venues.
- Assist in cultivating community partners - especially local businesses located near Festival venues. Ensure that partners, sponsors, and donors are properly credited in all relevant places (i.e. website, guides, social media, etc.)
- Manage marketing/communications department budget - thoughtfully and judiciously allocating spending for maximum impact.
- Co-lead a winter 2025 marketing workshop for Festival producers. Ensure that producers are well-informed and given all the necessary resources to effectively promote their show. Inform producers of important content needs and guidelines, including images and show description copy. Ensure that producers have a clear understanding of - along with the resources for - proper Festival branding/acknowledgement on all show-specific marketing materials.
- Keep accurate documentation of hours spent dedicated to Festival marketing activities in a way that captures number of hours, approximate dates, and notes on tasks or projects were worked on. This data will be used to better understand the scope/ebb and flow of the role for future hiring, along with a basis for seeking funding for future Festival seasons.

## **QUALIFICATIONS/CHARACTERISTICS/KEY COMPETENCIES**

- Excellent written and verbal communication skills
- Demonstrated experience overseeing event-oriented marketing campaigns
- Deep knowledge of marketing and communications strategies and best practices
- Ability to set and meet deadlines
- Demonstrated ability to work independently as well as part of a team
- Strong commitment to accessibility, equity, and inclusion
- Ability to creatively problem-solve and a willingness to learn

## **HIRING PROCESS**

Applications will be reviewed on a rolling basis beginning October 21st; initial interviews will be scheduled the week of October 28th. Intended position start date is the week of November 18, 2024.

To apply, please email your resume along with some form of personal introduction that tells us about your background and your interest in this position (can be as formal as a cover letter or as relaxed as a video clip or voice memo) to [fertileground@portlandtheatre.com](mailto:fertileground@portlandtheatre.com).

## **EQUITY STATEMENT**

Fertile Ground and the Portland Area Theatre Alliance strongly encourage people with diverse backgrounds – particularly from historically underrepresented groups, whose professional and personal experiences advance our vision – to apply. We support equal employment opportunities for all classes of individuals, regardless of age, race, color, national origin, citizenship status, disability, religious creed, sex, gender identity or expression, sexual orientation, marital status, economic status, or veteran status. We are an equal opportunity employer.

## **ABOUT FERTILE GROUND**

The Fertile Ground Festival of New Works, a program of the Portland Area Theatre Alliance, was founded in 2009 by Tricia Pancio Mead and flourished for over a decade under the leadership of Festival Director Nicole Lane. Created to increase the accessibility of presenting and viewing new, local performance work of all forms, and at all stages of development, Fertile Ground now continues its legacy under the direction of Tamara Carroll.

Fertile Ground is a community-curated Festival, and anyone who wants to participate is welcome to present work under the Fertile Ground umbrella – though small companies and individuals often reap the greatest benefit from participation. Where other new works festivals are typically curated by one entity, this Festival is collaboratively shaped by community participation, uplifting a variety of aesthetic voices. Projects can range from fully staged world premieres, to theatrical workshops and play readings and have historically included scripted and devised work, dance, clown, and more.

The Festival is presented annually – this year from April 4-19, 2025 – throughout the Portland Metro Area. [fertilegroundpdx.org](http://fertilegroundpdx.org)