



Arkansas Repertory Theatre

Jennifer Owens Buie

Director of Development & Marketing

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The Arkansas Repertory Theatre seeks a **Development and Marketing Coordinator** to join its team in creating the next chapter for professional theatre in Central Arkansas. As part of a revised organizational structure, the Manager will report to the Director of Development & Marketing, work closely with the Donors, Sponsors, Patron Services Manager, Marketing Manager, Guest Experience Manager, and Board of Directors.

Summary: Working under the direction of the Director of Development, the Development and Marketing Coordinator is responsible for planning, developing, and maintaining a comprehensive fund-raising and marketing program on behalf of the organization and to enhance the mission and vision established by The Rep. Independently directs and manages development of corporate fundraising, marketing related public relations, sales and budgetary input through creative design and implementation of organizational goals.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Works with the Development Team on tasks and goals related to annual fundraising events
- Independently develops strategies to initiate and meet fundraising goals
- Independently solicits major gifts and special event sponsors
- Responsible for developing donor relation strategies to increase donor retention
- Responsible for maintaining charitable contribution transactions
- Responsible for development and execution of donor and volunteer programs
- Implements and manages development and fund raising activities including, but not limited to, individual giving, endowments, special events, and other related solicitations
- Develops promotional strategies and schedules, coordinates related promotional activities, and coordinates staff and volunteers as appropriate.
- Attends various meetings and after hour events.
- Creates graphic designs and/or promotional materials related to special events and/or programs and services

- Uses discretion to manage advertising, promotional incentives, and promotional communications projects, including print electronic, special events, point of purchase, and direct mail to fulfill those aspects of the marketing plan
- Uses discretion in order to evaluate research regarding new market trends and market reaction to promotional activities in order to recommend strategy adjustments
- Develops and conducts program related presentations and facility tours as necessary to increase awareness and promotion of The Rep
- Independently develops and maintains relationships with local media outlets and attends community meetings and/or events to increase awareness and promotion of The Rep.
- Represents The Rep's public image, including The Rep's related social media, in a responsible manner in order to encourage The Rep's mission, financial growth and public image.

The Rep is an equal opportunity employer and seeks to recruit and retain a diverse workforce of artists, technicians, and administrators; particularly one that reflects its community in Central Arkansas. Applicants from populations historically underrepresented in the theatre field are strongly encouraged to apply.

Please contact Jennifer Owens Buie, Director of Development and Marketing, at jowensbuie@therep.org, with any questions.

To apply, please submit a cover letter, resume, and references [here](#).

About the Arkansas Repertory Theatre:

A fundamental anchor for the quality of life in Central Arkansas, The Rep creates vibrant and engaging theatrical experiences that are accessible for everyone in our community. With our work, The Rep seeks to make lives more full, more interesting, and more joyful. The Rep's core programming is a year-long season of 5-6 productions, freshly created for our audiences in an intimate, 377-seat theatre in downtown Little Rock. We tell stories that provide entertainment and escape, that help us process the world around us, and that foster a sense of mutual understanding. Unlike most of an ever-present electronic media, the live experiences of The Rep are distinctly theatrical- immersive and shared by the community in a public space outside of individual homes. As the state's most established professional theatre since its founding in 1976, we maintain the highest artistic standards, featuring award-winning artists, both local and from across the country, particularly celebrating artists and works with connections to our community.

The Rep's most recent accomplishments were born of significant challenges. Recognizing incremental changes weren't producing long-term sustainability, The Rep's Board of Directors suspended productions in April 2018. The organization's turnaround process, led by a newly hired Executive Artistic Director, was still in its early stages when the COVID-19 pandemic forced the theatre to once again suspend operations. With its skeletal staff and Board concluding a significant strategic planning process, The Rep now looks to rebuild its organization with the aim of returning to full operations in early 2022.