

Marketing Manager (Part-Time)

Grosse Pointe Theatre | Grosse Pointe, MI

\$25,000–\$30,000 annually | Approx. 15–20 hours/week

About Grosse Pointe Theatre

Grosse Pointe Theatre (GPT) is one of Southeast Michigan's leading community theatres, producing Mainstage, Studio, and Youth productions while engaging hundreds of volunteers and thousands of patrons each year across our 9 productions each season in addition to our Ten Minute Play Festival and our Act 2: Senior Theatre.

With a rich history and a growing vision for the future, GPT is entering a new phase of organizational growth focused on strengthening its brand, expanding its audience, and increasing its impact across the region.

Position Overview

Grosse Pointe Theatre is seeking a creative, strategic, and highly organized Marketing Manager to lead our marketing efforts.

- Develop, create, and implement a unified marketing strategy across all productions and programs.
- This is a hands-on leadership role responsible for creating, implementing, and evaluating cohesive marketing campaigns that increase visibility, strengthen the GPT brand, and drive ticket sales.
- Candidates should have demonstrated experience collaborating within volunteer- or member-based organizations and an understanding of how to lead volunteers effectively.

What You'll Do

Lead Marketing Strategy

- Develop and implement a unified marketing strategy for GPT productions and programs.
- Create campaign plans and timelines for each production from announcement through closing.
- Ensure consistency in messaging, branding, and audience targeting.

Drive Ticket Sales & Audience Growth

- Support and enhance ticket sales through strategic marketing campaigns.
- Identify, develop, and implement opportunities to expand GPT's visibility throughout the community.

Create & Oversee Marketing Content

- Create campaign messaging, digital graphics, video content, print collateral, and other promotional materials.

- Collaborate with and guide volunteers while ensuring all work complies with GPT Marketing & Media Standards.
- Develop, implement, maintain, and enforce consistent brand standards across all marketing platforms.

Build Systems & Lead Volunteers

- Establish clear production workflows for marketing activities.
- Coordinate and support marketing volunteers and committee members.
- Develop, document, implement, and train volunteers and stakeholders on repeatable marketing systems.

Track Performance & Improve Results

- Develop measurable marketing KPIs and campaign metrics.
- Research additional reporting tools as appropriate.
- Provide regular campaign, monthly, and seasonal marketing reports to organizational leadership.

Collaborate Across the Organization

- Work closely with the Executive Director, Artistic Director, production teams, and Board leadership.
- Collect and evaluate stakeholder input while maintaining adherence to GPT Marketing & Media Standards and exercising professional marketing judgment.

What We're Looking For

- Experience in marketing, communications, or a related field.
- Experience developing, implementing, and evaluating marketing campaigns.
- Experience creating and editing graphics, photography, video, and digital assets
- Proficiency with Microsoft Office or Google Workspace, including spreadsheets and CSV files.
- Excellent writing and communication skills.
- Ability to manage multiple projects and deadlines.
- Demonstrated success working with volunteers in a collaborative volunteer-driven environment.
- A proactive, solutions-oriented mindset.

Required Skills

- Graphic design using Canva and/or Adobe Creative Suite.
- Brand management.
- Social media management.
- Marketing analytics and reporting.
- Digital content creation (graphics, photo, video).

Why This Role Matters

This role will build the systems, strategy, creative assets, and organizational structure that help GPT reach new audiences, strengthen its brand, increase revenue, and expand its impact in the community.

Schedule & Expectations

- Approximately 15–20 hours per week (flexible scheduling).
- Some evening and weekend availability around productions and events.
- Work from home available.

Compensation

\$25,000–\$30,000 annually (part-time, commensurate with experience).

How to Apply

- Resume
- Cover letter
- Portfolio showcasing marketing campaigns, creative work, design samples, or completed projects.

Equal Opportunity Statement

Grosse Pointe Theatre is committed to fostering a welcoming and inclusive environment and encourages applicants from all backgrounds to apply.