

PRESIDIO THEATRE

POSITION DESCRIPTION

Position Title: Director of Communications

Schedule: Full-time, Exempt

Supervision: Executive Director

Salary range: \$120 - \$135

Last Revised: August 2025

Submission Instructions:

Please email your resume and cover letter to jobs@presidiotheatre.org.

ABOUT THE PRESIDIO THEATRE

In September 2019 the revitalized Presidio Theatre reopened its doors in San Francisco's Presidio National Historic Landmark District. Vacant since 1995, the building was rehabilitated into a high quality and affordable multipurpose space for live theater, cinema, dance, music, lectures, educational programming, and special events.

The mission of the Theatre is to ensure that the magic of live performance is accessible to the entire community. By reawakening an architectural jewel in the Presidio and creating a professionally run venue that reflects the rich diversity of the Bay Area, the Presidio Theatre encourages artists to grow and flourish. Additionally, the Presidio Theatre will present and be a mainstay for national and international touring artists of the highest caliber.

The beautifully restored theater also mitigates a crisis facing performing artists in the Bay Area who are being displaced by the high cost of living, creating a permanent home where artists and audiences can find belonging and authentic connection.

ABOUT THE POSITION AND YOU

The Director of Communications oversees all marketing, branding and PR for the theatre. They are a vital member of the Presidio Theatre senior leadership team, overseeing resource development and serving as an organizational leader with shared responsibility for the Theatre's success in all functional areas. In partnership with the Executive Director and Board of Directors, the Director of Communications will serve to broaden and build a strong membership base, sell tickets to shows and events, support fundraising efforts and oversee and maintain the theatre's online image. They must be capable of creating, managing, and executing the marketing strategy for the organization to include national and local media exposure and to curate relationships within the community. To thrive in this role, you must be an experienced and entrepreneurial professional who processes these strengths:

- Lead and oversee all of the company's marketing and PR efforts from creative to branding to managing the overall marketing and face of the organization.
- Develop marketing plans: Create an overall marketing plan to drive sales and build brand awareness
- Develop PR plans: create relationships with local and national media for media placement and exposure to both sell tickets and grow the exposure of the theatre..
- Budget management: Allocate resources to achieve marketing and PR goals, monitor expenditures, and ensure campaigns are cost-efficient
- Brand management: Develop and manage the company's brand identity, ensuring consistent messaging across all marketing channels. As the Presidio Theatre is in a new start-up phase, the branding will be a particularly important aspect of this position starting out.
- Market research and analysis: Research and analyze trends relating to an organization's products or services to develop marketing strategies
- Campaign approval: Approve marketing campaigns and work with the Development team to assist in their development campaigns and donor relations
- Skilled at aligning marketing/PR with fundraising initiatives to maximize donor engagement, sponsorship visibility, and ticket sales.
- has technical skills and is a good copy writer, when working on the website, newsletters, catalogue, etc.
- Return on investment: Measure the return on investment of various advertising methods through ticket sales and other marketing analysis.
- Adjusting plans: Adjust plans when the market changes to keep the company growing and competitive
- Team leadership: Encourage and train teams within the organization on how to be creative and effective in speaking about the Presidio Theatre, its mission and its upcoming shows and events.

QUALIFICATIONS

- Marketing and PR experience with a comparable arts and culture non-profit (Seven to ten years preferred); management and mentorship experience (seven to ten years preferred).
- Entrepreneurial expertise with a start-up and ambition to build a Marketing and PR program and strategy from the ground up as well as scaling effective efforts.
- Strong leadership skills and dedicated team player with a commitment to the highest level of client service and collaboration. Expertise in engaging an active Board of Directors in fundraising.
- Public speaking and storytelling expertise; able to easily and articulately represent the

Theatre to funders, community stakeholders, and the public.

- Outstanding relationship-building, collaboration, and communications skills.

COMMITMENT TO RACIAL EQUITY, DIVERSITY AND INCLUSION

At the Presidio Theatre, we believe outstanding people are the key to our success. We value diversity in all its forms (background, experience, and perspective) and are committed to the values, principles, and best practices in racial equity, diversity, and inclusion. These values, principles, and practices are essential to our mission and are reflected in how we operate, including search and hiring processes, promotion, and professional development. Presidio Theatre is an equal opportunity employer.