

Director, Institutional Communications

The Public Theater is seeking a highly skilled Director of Institutional Communications to join their marketing and communications team. Reporting to the Senior Director, Marketing & Communications this newly conceived leadership position plays a key role in strengthening and building upon the institution's brand. The director will lead a team of professionals overseeing communication and outreach efforts to multiple constituencies across New York City, and beyond, and will be responsible for enhancing, amplifying, and expanding the awareness and impact of the institution's mission, vision, programs, events, artists and leadership team across multiple channels on the local, national, and global scale. We are seeking a creative and critical thinker with a passion for storytelling.

As a cultural institution, The Public is dedicated to upholding principles of diversity, equity, and inclusion. The ideal candidate must be willing to investigate how those principles apply in the context of institutional communications.

Responsibilities:

- Develop, execute and manage a comprehensive communication strategy to amplify the mission and impact of the institution in support of short and long-term institutional objectives: providing strategic planning, messaging, collateral creation and internal stakeholder alignment
- Craft and deliver key messages that crystalize mission, vision, and key values to align internal staff, donors and trustees
- Lead, craft, refine and align artistic program, event and production positioning, messaging, and copy for both internal and external stakeholders
- Implement best industry practices in the execution and development of heavy ecommunications related specifically to form and frequency while partnering with Director, Marketing to oversee and prioritize a complex communication calendar
- Lead a team of communication specialists providing direction, mentorship and support in the areas of public and media relations, social and digital media, website, and copywriting
- Manage the Associate Director, Digital Engagement to drive and manage a comprehensive social media strategy, as defined by institutional and marketing goals and objectives
- Manage the Director, PR and Media Communications in the development and execution of media strategies in relation to productions, events and institution objectives
- Provide strategic planning and management for key leadership messages, strategic placement of leadership at core convenings, craft speeches and provide occasional presentation input
- Drive and implement an effective Board of Trustees communication channel in collaboration with leadership

- Drive and implement an internal and external crisis management communication process
- Partner and collaborate with Human Resources and key stakeholders in driving internal communication efforts via the institution's intranet, crafting leadership letters, presentations, and provide talking points as needed

Requirements:

- 10+ years of relevant work experience in external and internal communications; experience working with a non-profit a plus
- A creative and critical thinker with exceptionally strong written and oral communication skills a must
- Solid understanding of shifting social media and digital communication technologies and digital communication best practices
- Experience in shifting between strategy and execution while handling a high volume of projects and deadlines
- Exceptional management skills, working with multiple stakeholders and decision makers, manage and mentor internal direct reports
- Demonstrate the capacity to thrive in a fast paced, complex organization, working with both artistic and administrative teams that have competing priorities and unpredictable schedules and agendas
- Knowledge of current media landscape and have established relationships across multiple platforms

About The Public:

The Public Theater is theater of, by, and for all people. Artist-driven, radically inclusive, and fundamentally democratic, The Public continues the work of its visionary founder Joe Papp as a civic institution engaging, both on-stage and off, with some of the most important ideas and social issues of today. Conceived over 60 years ago as one of the nation's first nonprofit theaters, The Public has long operated on the principles that theater is an essential cultural force and that art and culture belong to everyone. Under the leadership of Artistic Director Oskar Eustis and Executive Director Patrick Willingham, The Public's wide breadth of programming includes an annual season of new work at its landmark home at Astor Place, Free Shakespeare in the Park at the Delacorte Theater in Central Park, The Mobile Unit touring throughout New York City's five boroughs, Public Forum, Under the Radar, Public Studio, Public Works, Public Shakespeare Initiative, and Joe's Pub. Since premiering HAIR in 1967, The Public continues to create the canon of American theater and is currently represented on Broadway by the Tony Award-winning musical *Hamilton* by Lin-Manuel Miranda. Their programs and productions can also be seen regionally across the country and around the world. The Public has received 59 Tony Awards, 169 Obie Awards, 53 Drama Desk Awards, 54 Lortel Awards, 32 Outer Critic Circle Awards, 13 New York Drama Desk Awards, and 6 Pulitzer Prizes.

The Public is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

This is an Exempt position, according to the Fair Labor Standards Act and available immediately.

Please submit cover letter and resume to jobs@publictheater.org.