

# New Native Theatre

## New Native Theatre is hiring a PR Marketing & Audience Outreach Specialist

New Native Theatre (NNT) is expanding its staff to include an additional full-time PR Marketing & Audience Outreach Specialist to work closely with the NNT staff to carry out New Native Theatre's programming and vision.

NNT's mission is to create pathways into meaningful careers in the performing arts for American Indians from tribally affiliated backgrounds due to the historical deficits that have kept this community from being accepted in and succeeding in the theater and performing arts fields and from successfully using the tools of theatre in tribal communities.

If you have a goal to work with Native artists and community in an environment that prioritizes the strengths and ingenuity of indigenous peoples rather than trying to make Native artists and community fit into the rigid box of historic American theater practices; if you prioritize working to see Native artists and community succeed by encouraging their creative strengths stemming from their lived experiences in Native communities; if you have a strong world view and practice of maturity and self-care rooted in indigenous value systems; and if you want to use the powerful tools of theater to add to the strength of Native communities and tribal nations, then please consider applying for this full-time positions with benefits.

Strong attention to personal health and well being, self-care, emotional regulation, communication, and a willingness to learn about trauma management in the workplace and arts field would be important for candidates to take into consideration in order to be part of and strengthen New Native Theatre's current vision and mission

*This is an in-office position with opportunity to occasionally work from home; therefore, out of state applicants are only encouraged to apply if Minnesota is their primary state of residence.*

### Job Description

We are seeking a PR Marketing & Audience Outreach Specialist who will lead NNT's PR & marketing initiatives and audience attendance with an emphasis on reaching tribal communities.

This candidate should be an exceptional strategic thinker with strong attention to detail, can meet deadlines, has excellent communication and interpersonal skills with graphic design experience who can thrive in a dynamic cultural community arts environment. To ensure success, communications specialists should be self-motivated, innovative, organized, and able maintain all community outreach activities by developing and implementing community engagement and marketing

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plans that increase NNT's reach and visibility with Minnesota tribal communities and broader audiences locally and nationally.

This is a wonderful opportunity for personal growth and is an ideal position for someone wanting to base their career in an arts organization for the next 3-5 years minimum.

Duties and expectations:

- Direct and lead agency's internal and external strategic communications and day-to-day operations of NNT's communications and media relations: Develop and implement a communication strategy, including media outreach and content creation.
- Research and write press releases, and content for the company website, infographics, blogs, and newsletters including:
  - Social media campaigns/communication
  - Printed materials (also distribution/mailing of)
  - Advertising
- Graphic design.
- Arrange and coordinate press conferences, and plan PR events; Assist with planning, organization, and execution of marketing and community events.
- Create a company style guide, ensuring that we produce a high-quality and error-free copy.
- Create and carry-out a strategic plan to reach tribal communities out state and in the Twin Cities area; Ensure communication with Native and broader audiences to attend NNT events.
- Support and evaluate the results of communication plans and campaigns.
- Build and maintain relationships with journalists, tribal communities, and key external role-players.
- Budget and track resources to provide effective, cost-efficient work.
- Volunteer coordination (and contractor coordination) on all aspects of PR events and programming as needed.
- Represent the company at NNT endorsed community and endorsed broader events. Represent the company including speaking on behalf of the staff as directed.
- Duties needed to liaise with Native community and organizational partners.
- Contributing content to grants, reports, and evaluation.
- Maintain accurate email and mailing list.
- Data entry and filing.
- Keeping shared office space organized.
- Some merchandise inventory maintenance and sales.
- Undertake any other responsibilities as required.

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## Requirements:

- Excellent interpersonal and human relations skills to effectively relate and work with a wide variety of stakeholders.
- Strong public speaking and exemplary grammar and writing skills, ability to replicate NNT's communication standards.
- Experience developing and managing promotional campaigns.
- Thorough knowledge of communications and media relations best practices and trends.
- Demonstrated proficiency in media relations and interviewing skills.
- A thorough understanding of social media tools.
- Demonstrated ability to think, incite and act creatively to solve complex problems.
- Strong organizational and time management skills.
- Experience working with and leading marketing teams to develop shared goals for an organization.
- A passion for and strong interest in the American Indian community, particularly in theatre and the arts.
- Demonstrated high emotional intelligence.
- Strong ability to engage confidently and pleasantly with a wide range of people.
- Effective time management skills.
- Highly organized.
- Detail-oriented.
- Self-starter.
- Flexible and adaptable
- Ability to take responsibility.
- Positive thinking and attitude.
- Able to prioritize and manage a complex work-flow.
- Proven understanding of work plans and theatre productions schedule.
- Able to prioritize NNT events and programming; Must attend NNT events, which often take place weekends, evenings, and outside the regular work week.
- Ensure best practices and NNT policies are in place and adhered to at all times.
- Wide range of administrative experience.
- Basic knowledge of creative contractual agreements.
- Some overnight travel, attending out state or national NNT events, productions, professional training, conferences for NNT events, and NNT associations (estimated maximum 4-5 times yearly).
- Understanding of New Native Theatre company and history.
- Speak passionately and knowledgeably about all aspects of NNT and support the mission and any objectives.

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- A demonstrated dedication to accessibility and inclusion in your personal leadership and artistic practices and a passion to continue to grow in these areas.
- Be willing to have courageous conversations.
- A team player who can be relied on to work independently.
- Ongoing commitment to learn theatre and self-care practices.

**This is not an entry level position.** Compensation: full-time salaried up to \$50,000 annually with two weeks vacation (plus a winter break) and health benefits.

Hiring immediately.

Please send a Cover Letter work experience highlighting:

- Your experience and approach to your work.
- Your desire to work at New Native Theatre.

Also include any other helpful supporting material to the Artistic Director, Rhiana Yazzie at [rhiana@newnativetheatre.org](mailto:rhiana@newnativetheatre.org) by July 31, 2023 (please note hires may happen before this deadline, candidates are encouraged to apply early). *Please no private messages via social media messaging services.*