



PUBLIC FELLOWS PROGRAM

Job Title:	Strategic Communications Manager
Organization:	The Public Theater
Location:	New York, NY
Stipend:	\$67,500 with health insurance for the fellow
Start Date:	September 1, 2017

ORGANIZATION DESCRIPTION

The Public Theater is the only theater in New York that produces Shakespeare and the classics, musicals, and contemporary and experimental pieces in equal measure. Founded in 1954, The Public continues the work of its visionary founder, Joe Papp, by acting as an advocate for the theater as an essential cultural force, and leading and framing dialogue on some of the most important issues of our day. Creating theater for one of the largest and most diverse audience bases in New York City for nearly 60 years, today The Public engages audiences in a variety of venues—including its landmark downtown home at Astor Place, which houses five theaters and Joe’s Pub; the Delacorte Theater in Central Park, home to Free Shakespeare in the Park; and the Mobile Unit, which tours productions for underserved audiences throughout New York City’s five boroughs. The Public’s wide range of programming also includes a range of artist and audience development initiatives such as the Public Forum series, which brings together theater artists and professionals from a variety of disciplines for discussions that shed light on social issues explored in Public productions.

The Public is a fast-paced, dynamic work environment, and employees cover a broad range of functionality, specialization, and schedules, which contributes to the organization’s sense of dynamism. All staff have access to The Public’s myriad artistic offerings—from the downtown mainstage season, to Free Shakespeare in the Park in Central Park, to Joe’s Pub, to the many ancillary festivals and events held in The Public’s spaces. For the past two years, The Public has invested in a robust work/life balance initiative to ensure not only that employees prioritize their personal lives and wellbeing, but also to ensure that all employees have opportunities to connect to the art made at The Public regardless of job function. Affinity groups, artist interaction, and cross-departmental working groups are all offered to foster a culture of connectedness with our artists and with one another. Please visit our website: www.publictheater.org.

POSITION DESCRIPTION

The Strategic Communications Manager will serve as the project leader of The Public’s launch of [Culture Segments](#), a widely used audience segmentation tool for arts and culture organizations. Culture Segments will provide The Public with crucial analyses on the primary motivations behind audience attendance. The Strategic Communications Manager’s role will be to manage the preparation and onboarding of this tool, and then to use the information it yields to shape the organization’s approach to communication. S/he will begin by designing data capture tools that work with the software prior to its implementation, and then will be responsible for overseeing the implementation and data analysis of Culture Segments, assessing the learnings it reveals on valued audience segments (primarily members and donors), and shaping a high impact communications strategy based on these learnings designed to engage all audience

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segments in deeper, ongoing relationships with The Public. This role will be situated inside the Development Department, but will work closely with key audience stakeholders throughout the organization, including Marketing, IT, Graphics, and Press and Communications. The ideal candidate will possess the ability to understand The Public's mission of access, inclusion, and empowerment, as well as keen communicative skills in order to clearly articulate The Public's unique mission and values to diverse audiences.

The Strategic Communications Manager will:

- Implement the Cultural Segments tool, and then assess, synthesize, and communicate the learnings on audience motivations to key stakeholders across the organization.
- Collaborate cross-institutionally to conceive a multiplatform storytelling methodology that inspires our audiences to engage more deeply in The Public and its programming.
- Assess current audience communications strategies, and make recommendations on how to use the data generated by Culture Segments to inform a new communications plan.

QUALIFICATIONS

- PhD in the humanities or social sciences;
- Exceptional communication and writing skills, and the capacity to use multiplatform narrative tools;
- Excellent facility in qualitative analysis, and capacity to translate quantitative learnings into qualitative strategy;
- Strong project management and leadership skills;
- Strong ability to work collaboratively and effectively with colleagues in multiple departments/divisions; and
- Teaching background, and/or the capacity to successfully introduce new ideas and processes to diverse constituents.

APPLICATIONS

- Information on the Mellon/ACLS Public Fellows Program: www.acls.org/programs/publicfellows
- All applications must be submitted through the ACLS Online Fellowship Application System (ofa.acls.org)
- Application deadline: March 22, 2017, 8 p.m. Eastern Daylight Time

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