

CAL SHAKES

CALIFORNIA SHAKESPEARE THEATER

Position Title:
Communications and Corporate Relations Manager
Full-time, Exempt

Position Overview

California Shakespeare Theater (Cal Shakes) seeks a strategic, collaborative, and adaptive **Communications and Corporate Relations Manager** (CCRM) for a high-productivity department serving all of the organization's programs and activities. These include, but are not limited to: a seasonal four-play Main Stage season at the Bruns Amphitheater in Orinda; year-round education programs offered throughout the East Bay; and community engagement offerings, as well as other programming and events, presented at the Bruns and in communities throughout the Bay Area. This position is responsible for developing PR, publicity, and media strategy as well as developing a robust corporate sponsorship program.

The CCRM is a full-time, year-round position responsible for supporting the highest strategic priorities of Cal Shakes and serving as a member of the organization's growing Marketing and Development teams. Under the leadership of Artistic Director Eric Ting, Cal Shakes has implemented a new strategic plan and developed innovative programs and initiatives that require robust marketing and audience development platforms. The CCRM will be responsible for managing internal/external public relations activities to promote the organization and support operational goals, working closely with Marketing and Development to create Cal Shakes brand strategy, and building and maintaining our Corporate relationships and sponsorships. The ideal candidate will share the institutional values of equity, diversity, and inclusion, have previously demonstrated commitment of those values, and will possess understanding and self-awareness of power and privilege.

The CCRM reports to the Director of Development.

About Cal Shakes

Description: Launched in 1974, Cal Shakes is a major Bay Area theater that, guided by the artistic direction of Obie Award-winning Eric Ting, has emerged as a leader in promoting Equity in theater and incorporating the voices and perspectives of community partners in the works on our stage. California Shakespeare Theater strives for an inclusive work environment and works to actively embrace a diversity of people, ideas, talents, and experiences. We highly encourage people of color, individuals with disabilities, and other historically underrepresented groups in our community to apply.

Mission: Cal Shakes redefines the classical theater for the 21st Century, making works of extraordinary artistry that engage with our contemporary moment so we might learn about ourselves and each other in the fullness of our world.

Equity, Diversity, and Inclusion (EDI) Statement: At Cal Shakes, we believe that equity is a practice. Our actions—both onstage and off—can have a positive social impact by exposing oppression, addressing historic injustices, and showing how power can be transformed and shared in different ways. We work to dismantle systemic bias by actively including, reflecting, and creating opportunities for our diverse Bay Area communities. We recognize that this work is ongoing and often imperfect, but we are committed to facilitating respect for the many facets of the human experience.



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Essential Duties and Responsibilities

Communications and Brand Development

- Work closely with Marketing and Development teams to develop media campaigns for the organization and specific shows
- Shape public perception and increase visibility and awareness of Cal Shakes and all of its programs through development, execution, and refinement of brand identity
- Develop key institutional messaging in collaboration with the Creative Content Manager [CCM]
- Research and implement media buys and collaborate with the Development team to develop media and other cross-promotional sponsorships
- Coordinate with Associate Director of Marketing on audience development and outreach events
- Develop media campaigns to support Artistic Learning programs, including Summer Shakespeare Conservatories, Student Discovery Matinees, and classroom residencies; as well as Artistic Engagement programs both at the Bruns and in community, and additional earned revenue streams such as facilities rentals, concessions, and retail
- Assist Managing Director with development of internal communications and messaging to staff, board and internal stakeholders

Publicity and Public Relations

- In accordance with annual Marketing plan, pitch features to both local and national press
- Write and distribute all press-related correspondence to appropriate media outlets including, but not limited to: News releases, Calendar listings, PSAs, and publicity and production photos
- Collaborate with CCM with all photo shoots, interviews, and any other media relations
- Cultivate and maintain effective relations with media and act as contact for all press opportunities, and field media requests
- Maintain updated press archives in collaboration with CCM
- Ensure timeliness and accuracy of online press room via Content Management System
- Coordinate speaking engagements and serve as company spokesperson where appropriate

Corporate Relations

- Identify, research, and track prospective corporate partners for season partnerships as well as for gala and other event- and program-specific sponsorships, both cash and in-kind
- Manage financial aspects of corporate partnerships—tracking and reporting on progress towards sponsorship goals, invoicing partners, tracking payments, and reconciling with Cal Shakes financial records
- Draft compelling proposals for unrestricted and program-specific corporate sponsorships; prepare required application materials with accuracy, integrity, and the highest possible level of quality
- Proof all written and electronic collateral containing sponsor logos or mentions
- Maintain positive relationships with corporate partners ensuring benefits fulfillment and create opportunities to increase sponsors' support of the theater through regular communications and invitations to events and performances
- Provide appropriate updates to all corporate partners to keep them informed of Cal Shakes' progress and accomplishments, and provide customized annual reports to season sponsors through ROI and annual reports
- Act as point person for and track all corporate RSVPs to special events including meet-and-greets, opening night toasts, and other events that arise



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Other

- Attend performances to fulfill VIP and hospitality duties
- Support fundraising efforts of Cal Shakes, including attendance at fundraising events, partnering on cross promotional, media, and other marketing related sponsorships, and generally helping to build relationships with individual donors and corporate partners
- Develop and maintain relationships with local business and arts leaders to enhance awareness of and engagement with Cal Shakes programming
- Attend community civic and cultural events; represent Cal Shakes as needed

Qualifications

You are an ideal candidate if you:

- Possess excellent communication skills—written and verbal
- Share with us a respect for diverse backgrounds and voices and a commitment to inclusion and equity
- Enjoy working in a creative, collaborative, fast-paced atmosphere and contribute to the creation of a positive work environment
- Have proven initiative and goal-oriented innovative thinking
- Are flexible with the ability to work independently and as part of a team
- Are a self-starter, problem-solver, and independent thinker
- Have excellent project management, multi-tasking, and time management skills
- Possess a collaborative nature and strong interpersonal skills
- Have a genuine passion for the theater
- Are both strategic and analytical
- Enjoy working at the conceptual level as well as the implementation phase
- Are proficient with modern computer technology

Special Environmental Factors

- There are two locations (occasionally travel is required between them). This position will primarily work from Berkeley but will require regular visits to the theater during the performance season:
 - Berkeley: Fast-paced, open office environment, frequent interruptions, background noise. It shares space with shops that use industrial products and power tools
 - Orinda: Outdoor theater space with hills, uneven terrain, and environmental factors (wind, weather, etc.)
- Some areas in both locations have limited accessibility, please feel free to ask for more specifics
- Some evening or weekend hours may be required, particularly during the performance season

Supervision

Reports to the Director of Development

Apply to this job online [here](#)



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