

WORKING IN THEATRE: Marketing Manager

Name: _____



Most professional theatres have marketing and communications professionals on staff. Jobs range from publicists who work with the media to get people talking about the show to graphic designers who create images and marketing material for productions to social media managers who develop fun, interactive content. Many people who work in marketing and/or communications at a theatre company have a background in theatre as well as their area of the field.



UNFAMILIAR TERMS: "SUBSCRIPTION"

Purchasing tickets to a series of productions (as opposed to one show at a time).

"CUSTOMER RELATIONSHIP MANAGEMENT (CRM)"

Technology for managing a company's relationships and interactions with customers and potential customers (for example, finding out who Center Theatre Group's patrons are and what they care about).

Note to students: You'll get the most out of this video if you watch it twice. Watch it once, and then read the questions below before the second viewing.

REVIEW QUESTIONS:

1 Garrett talks about selling single tickets and subscriptions. What differences do you think there are between marketing one show versus a series of shows?

2 Garrett might get information about Center Theatre Group patrons by including a questionnaire in a ticketing email. How else might he learn about audience members' preferences or lifestyles?

3 Garrett works with the fundraising department to try to get patrons to become donors: people who give money to Center Theatre Group because they want to support us as a nonprofit, or charitable, organization. Assuming you had the money to give a donation, how would you choose what type of charity or organization to contribute to?

4 Being a "manager" involves organizing people and/or tasks. Given what you now know about Garrett's job, what is an assignment he might give to one of his team members?

WORKING IN THEATRE: Marketing Manager



REFLECTION QUESTIONS:

1 What can you identify with or what speaks strongly to you in the video?

2 Garrett says he loves data and numbers. Are you most comfortable with numbers, or with words or ideas? Explain or give an example.

3 Garrett advises making friends in your area of interest and in other areas, building a community to support one another in advancing your careers. How do you think you can start doing that now, at this point in your career path?

4 Garrett uses math every day in his job. Most of us use math in daily life, sometimes without being aware of it. What are some ways you have used math recently, other than in a math class? Do you enjoy using math in real life? Why or why not?

FURTHER ACTIVITIES:

1 Take the Career Path Quiz. First, answer the questions for yourself, and then take it a second time as you think a marketing manager might answer them. What conclusions can you draw about your interests?

2 Garrett is a theatrical marketing manager, but the title “marketing manager” is used in other careers. Use Monster.com, Indeed.com, or another job posting website to find a job listing for a marketing manager in a field other than theatre. How do you think the work of a marketing manager in another field would be similar to the work Garrett does? How might it be different?

3 After getting his undergraduate college degree, Garrett went back to school to get a master’s degree in arts management. Use Google to research whether there are graduate-level degrees (MFAs, MBAs, or PhDs, for example) in a field you’re interested in pursuing. Think about whether you would want to pursue an advanced degree, and if so, what you might major in.

Visit CTGLA.org/WorkingInTheatre and select “Marketing/Communications.”