



POSITION ANNOUNCEMENT

PUBLIC RELATIONS & PARTNERSHIPS MANAGER

POSTING DATE: February 2025
STATUS: Full Time
REPORTS TO: Director of Marketing and Communications

ABOUT ROUND HOUSE THEATRE

Round House is a theatre for everyone. We enrich our community through bold, outstanding theatrical and educational experiences that inspire empathy and demand conversation, and we ensure that our work is accessible to patrons of all ages, cultural backgrounds, economic groups, and physical ability. Our [organizational values](#) include a [commitment to be an anti-racist](#), anti-sexist organization.

Round House Theatre is one of the largest professional theatres in the Washington, DC area. A nonprofit professional LORT theatre with an annual budget of more than \$9 million located in suburban Washington, DC (Bethesda and Silver Spring, MD), Round House produces a five-show season of new plays, modern classics, and musicals for more than 50,000 patrons each year at its newly renovated 350-seat theatre in Bethesda, in addition to providing educational programs for more than 5,000 students of all ages at its six-classroom Education Center in Silver Spring, in schools throughout Montgomery County, and at the Bethesda theatre.

JOB DESCRIPTION

The Public Relations & Partnerships Manager will serve as the publicist for Round House Theatre and take the lead role in promoting organizational visibility and institutional messaging. This position will cultivate and maintain relationships with press/media outlets on behalf of the company, will coordinate and maintain Round House's social media presence, and will lead Round House's strategic community partnerships and engagement efforts. This position requires strong communication skills (including writing, presenting, and pitching, as well as the ability to place stories within consumer, industry, and blog press) and will serve as editor and proofreader of major Round House publications. This position will assist the Director and Associate Director of Marketing and Communications with the creation and implementation of communication and outreach strategies. In all functions, the Public Relations & Partnerships Manager is expected to contribute a high degree of creativity and initiative while upholding the Round House brand and standards across all channels.

ORGANIZATIONAL STRUCTURE

The Public Relations & Partnerships Manager reports to the Director of Marketing and Communications.

ESSENTIAL DUTIES & RESPONSIBILITIES

Press Relations

- Work with Director and Associate Director of Marketing and Communications to develop and implement public relations campaigns for Round House Theatre as an institution, as well as its artistic, education, and development programs
- Serve as the Publicist for Round House Theatre and liaise with traditional and non-traditional media, pitching feature stories, coordinating interviews and site visits, and securing press coverage across various media channels, including digital, print, television, radio, etc.
- Work closely with Round House Theatre artists, including coordinating interviews, managing media notices, securing biographies and headshots, acting as media liaison for internal video and photo shoots
- Track and manage press coverage, including maintaining archives, pulling quotes, and assisting in photo selection
- Schedule press to attend opening night and review productions, providing concierge service upon check-in

- Draft and disseminate press releases and other media materials for productions and programs
- Build and manage media lists, and develop relationships with key media professionals who cover arts and culture, as well as the broader public interest
- Work closely with Associate Director of Marketing and Communications to strategize and plan creative content development
- Keep abreast of current media trends in general and industry publications

Community Partnerships

- In collaboration with departments, develop and implement tactical plans for strategic community partnerships and engagement, both for the broader organization, as well as its artistic, education, and development programs (examples could include restaurant partnerships, dramaturgical partnerships, etc)
- In collaboration with departments, brainstorm methods to activate Round House as a community space, including public exhibitions, workshops for partner organizations, and community events associated with specific productions (based on organizational capacity)
- In both of the above duties, ensure significant and intentional engagement with communities and organizations not traditionally served by American theatrical institutions in order to further Round House's mission of being a theatre for everyone. Work to create a welcoming and open environment for those who are new to the Round House community
- Serve as the liaison with community groups, and manage day-to-day partnership activities, including cross-promotions and public engagement
- Oversee day-to-day communications related to On the House community ticket access program. Work with Audience Services team to coordinate bookings

Social Media/Digital Content

- Create daily and weekly calendars to guarantee all programming is represented (artistic, development, education)
- Maintain day-to-day oversight of social channels
- Work with Director of Marketing and Communication to integrate paid social campaigns
- Advise and oversee best practices for social media engagement
- Create and distribute social media toolkits/resources for artists and partners (as needed)
- Work with staff to ensure a steady stream of fresh content across all digital channels

General

- Serve as a member of the Round House Management Team, including attendance at the team's regular meetings and all Round House board meetings
- Attend at and participate in all department planning meetings, including institutional strategy and seasonal programming
- Attend promotional and special events as needed
- Additional duties as assigned

QUALIFICATIONS

- Prior work experience in a communications or media relations department preferred; Strong internship experience considered*
- Knowledge of media or public relations practices preferred
- Strong writing, speaking, presentation, organizational and interpersonal skills; detail-oriented a must
- Must be able to work independently, after direct supervision
- Ability to handle multiple tasks and short deadlines
- Creativity and resourcefulness
- Enthusiasm for collaborative team workplace; willingness to perform all functions of the job
- Self-starter with ability to independently initiate and follow through with opportunities

- Familiarity with, and interest in, theatre and/or arts and culture strongly preferred

**Where the qualifications are described in terms of formal education or direct work experience, prior experience in a relevant field, as determined by the theatre, may be substituted.*

BENEFITS

- Salary range in low fifties, commensurate with qualifications and experience
- Health insurance – Choice of fully-funded HMO or optional PPO.
- Dental, Life, and Long-Term Disability insurance
- Generous paid time off, including annual, personal, and sick leave

HOW TO APPLY

Submit a cover letter, resume, portfolio, and salary requirements to jobs@roundhousetheatre.org. Round House Theatre is an Equal Opportunity Employer. For more information about Round House Theatre, please visit RoundHouseTheatre.org. No phone calls, please.