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# STUDIO

THEATRE

POSITION DESCRIPTION

AUGUST 2019

## STUDIO THEATRE MULTIMEDIA DESIGNER

Department: Marketing & Communications  
REPORTS TO: Director of Marketing & Communications

### ABOUT STUDIO THEATRE

Studio Theatre is “one of America’s most celebrated theatres” (*Washingtonian Magazine*). Under the leadership of Artistic Director David Muse and Managing Director Rebecca Ende Lichtenberg, Studio produces the work of today’s greatest writers, augmented by occasional productions of modern classics. Studio’s work is marked by its emphasis on excellence in acting and design and the signature intimacy of its four theatres, all which seat fewer than 225 patrons. With a budget of over \$6 million and 35 full time staff members, no theatre of comparable budget size operates such exclusively intimate theatres. The quality of this work has been recognized by sustained community support and 72 Helen Hayes Awards for excellence in professional theatre. The five-play Main Series is the core of Studio’s programming, offering a repertoire of provocative new and contemporary writing from around the world.

Complementing the Main Series is Studio X, a purposefully eclectic constellation of projects that encompasses plays that will benefit from particularly intimate or immersive staging, presented work, and some of Studio’s world premiere projects. Studio Theatre’s success producing thoughtful and provocative contemporary work has attracted theatergoers to DC’s Logan Circle neighborhood in ever increasing numbers over the past 40 years and helped lead the revitalization of the 14th Street corridor into what is today one of Washington’s most vibrant neighborhoods. The theatre also trains early career arts leaders through its Apprentice Program. An opportunity for both hands-on training and professional development, this 50 week program introduces 13 motivated and qualified young professionals to the rigors and rewards of working at a fast-paced theatre in Washington, DC’s rich and extensive theatre community, and includes a stipend and housing to ensure that the most qualified candidates will be able to accept these positions, regardless of background.

### THE OPPORTUNITY

An integral position of Studio Theatre’s Marketing & Communications Department, the Multimedia Designer (MD) is responsible for creating Studio’s marketing, fundraising, and institutional collateral. Reporting to the Director of Marketing & Communications, the MD will focus on creation of marketing and institutional materials. The position will work across departments, ensuring materials are delivered on time and on brand.

Responsibilities include:

- Uphold Studio Theatre's brand standards
- With the theatre's Marketing team (Director of Marketing; Associate Director of Marketing and Communications; Marketing Associate) collaborate on the design and creation of all branded materials; delivering on budget and on time
- Work with Marketing team to develop strategy and campaigns for every Studio Theatre production; provide input into marketing and communications strategy, goals, and objectives
- Design collateral including but not limited to: brochures, print and digital ads, website, email, social graphics, postcards, flyers, large format posters and signs, programs, interior and exterior signage, event invitations, merchandise, Performance Guide, and annual report
- Manage relationships with print houses, mail houses, and other relevant vendors, soliciting job bids, allocating work, packaging/delivering files for print, and managing production timeline
- Plan, budget, and oversee all aspects of specific marketing/graphics-related projects, ensuring all projects and deliverables are on schedule; includes publication managements for major institutional collateral including Performance Guide, programs, annual report, and subscription brochure
- Work with the Marketing Associate and Marketing Apprentice to develop creative for use on social media channels
- Maintain internal signage schedule
- Produce, shoot and edit videos including interviews, trailers, and b-roll production footage. Pursue execution of ideas and together with the Marketing Director determine the most effective/efficient concept that balances artistry, feasibility, and ROI; prep final draft for Artistic Director
- Coordinate and schedule photographers for production photos and lead in selection, distribution of images for social media, press, advertising, and other marketing vehicles
- Coordinate and assist with Studio Theatre photoshoots
- Manage a full-time Marketing Multimedia Apprentice
- Other duties as assigned

Experience and Qualifications

- Degree in Graphic Design or equivalent
- 3+ years experience in graphic design
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, Illustrator, and Premiere Pro)
- Experience with Adobe Lightroom and AfterEffects preferred
- Working knowledge of Microsoft Word, Excel, and Sharepoint
- Knowledge of USPS mailing standards
- Experience with print production and pre-press
- Attention to detail
- Ability to work on multiple projects at once while meeting tight deadlines

Full-time position; occasional evenings and weekends may be required. Competitive salary with excellent benefits, including a matching 401K.