SAN LEANDRO UNIFIED SCHOOL DISTRICT
Arts Education Center Theater Marketing Consultant

The San Leandro Unified School District is looking for a theater marketing consultant to develop a marketing plan for our new Arts Education Center (AEC). This consultant must work closely to with the AEC theater facilities manager to provide the following services:

- Develop a marketing plan to be used as a guide for marketing the use of the theater to various potential users. The goal of the plan shall be to create a revenue stream for the theater that makes it fiscally self sufficient.

- Develop a "Rental Information Packet" available in hard copy and online for potential theater users. Expand and update our current website to make it accessible to potential renters.

- Develop a "contact list" of potential renters by networking with other theaters and organizations in the San Francisco Bay Area.

- Develop a mailing list for users and patrons of the theater.

- Contact potential renters to promote the theater with the goal of securing theater contracts.

- Develop social media publicity utilizing social media forums such as Facebook.

- Connect with the local press and publicize the theater and theater events.

- Other duties related to marketing the theater.

Experience:
- Experience in marketing theaters or other event venues
- Successful track record in marketing
- Experience in theater (preferred)

Requirements:
- Current drivers license
- BA/BS
- Exceptional written and oral communication skills

Compensation: Hourly rate of $25.00 - $35.00 depending on experience. Schedule to be determined. Consultant will be hired as an independent contractor.

To Apply:
Submit letter of interest, resume, and at least three current references to:

San Leandro Unified School District
Human Resources Department
14735 Juniper Street
San Leandro, CA 94579
Attn: Dr. John Thompson, Senior Director II

Deadline to Apply: March 9, 2012 by 4:00pm