



## **GROWTH MANAGER JOB DESCRIPTION**

*Wednesday, 17 June 2026*

### **ABOUT LYRIC STAGE BOSTON**

[Lyric Stage Boston](#) produces and presents live theatre that brings people together and creates great experiences. We lead efforts to integrate theatre and theatre education into the lives of all residents of greater Boston. Our five-show subscription season includes a variety of drama, comedy, and musical productions, which run from September through June each year.

### **ABOUT THE ROLE**

We seek a Growth Manager to transform our marketing and communication activities with a focus on audience acquisition and development. The role is responsible for delivering robust digital and social media strategies for cross-platform creative campaigns that communicate the excitement and relevance of live theatre. Our aim is to highlight the stories we produce and the unique experiences we create in the intimacy of our 244-seat theatre, especially among general consumers who may be unaware, uncertain, or skeptical of attending live theatre. The role sits at the intersection of creative strategy and performance marketing.

<i>Reporting to:</i>	Managing Director
<i>Managing:</i>	Design, Photography, and Video Freelancers; Work-Study Students
<i>Salary:</i>	\$65,000
<i>Hours:</i>	35 hours per week, Monday-Friday. Additional hours, including evenings and weekends, may be required to satisfy the requirements of this role within a working theatre; PTO is offered in lieu of overtime
<i>Vacation:</i>	Flexible PTO
<i>Benefits:</i>	Complimentary show tickets Health and additional insurance options

*Purpose of role:* The Growth Manager is a member of the company's full-time team, reporting to the Managing Director and working closely with the Audience Experience Senior Manager and Box Office & Front of House Manager

(Group Sales). This role requires equal measures of strategic development and tactical delivery.

The Growth Manager is responsible for developing and delivering digital and social media strategies and creative campaigns to market Lyric Stage, its productions, and community and artistic programs across all relevant platforms and channels. A primary objective is to acquire new audiences and increase the recency and frequency (*i.e.*, loyalty) of occasional and single-ticket bookers.

### **KEY TASKS & OBJECTIVES**

- Provide strategic and operational support to help Lyric Stage achieve its artistic and financial objectives.
- Manage Lyric Stage's digital strategy including website CMS management, campaign landing page updates, content publishing, and coordination with external partners/freelancers where needed., as well as social media and broader online presence (e.g., Google Reviews, TripAdvisor, etc.), ensuring cross-platform integration of all marketing campaigns and communications.
- Lead the planning and delivery of digital and social media and creative marketing campaigns for all Lyric Stage productions.
- Create and deliver audience development strategies to reach and retain new audiences with development of integrated communications strategies, including expansion of our Membership program.
- Collaborate with both cross-functional team members and design / photography freelancers on the development and delivery of key art and imagery / visuals to support creative marketing campaigns across print and digital media.
- Produce independently and create briefs and co-ordinate design, photography, and video freelancers to deliver digital assets for all promotional activities.
- Develop and deliver content and support community development between productions, particularly around: Rehearsal / creative processes, artist stories, backstage moments, audience and community narratives, and mission-led storytelling, including our community and artistic programs (e.g., Backstage, First Page, internships, etc.).
- Act as an advocate and custodian of the 'Lyric Stage brand' across primary digital and social media channels and occasional print collateral, ensuring a confident and consistent visual identity and voice across all Lyric Stage productions and activities.
- Maintain the highest possible standard of excellence in all Lyric Stage brand and communication output.
- With the Managing Director, prioritize, experiment, and identify highest-impact opportunities and set appropriate performance targets and

marketing budgets; and monitor expenditure to ensure agreed spending limits are adhered to.

- Work closely with the Managing Director, Audience Experience Senior Manager, and Box Office & Front of House Manager and cross-functional teams to optimize our pricing strategies and manage ticket inventory in order to maximise Box Office income and provide the highest level of audience care and service at all times.
- With the Audience Experience Senior Manager, develop and implement CRM strategies for the most effective use of audience data to achieve audience and financial objectives.
- Establish and deliver weekly audience data and insight reports to track earned revenue and inform audience, brand and communications strategies.
- Manage Work Study Students members and provide them with clear objectives, guidance, support and opportunities for personal and professional growth and development in accordance with the responsibilities and deliverables of this role.
- Coordinate with artists and other partner companies to establish effective working relationships across partnerships that support marketing and communications of all productions.
- Organize and manage all digital assets for use across the organization and archival purposes, including artist biographies, headshots, and other information that support marketing and outreach activities (i.e., press pitches, social media takeovers, production programs, etc.).
- During production performance runs be present at matinee and / or evening performances to welcome audiences and deliver curtain speeches.
- Monitor all press and marketing activity to gain audience insight, assess financial success and measure marketing effectiveness.
- Ensure clear internal communications of initiatives and activities.
- Provide digital marketing support to our Artistic and Community Programs.
- Keep abreast of latest trends in digital marketing and other issues that affect the sector.
- Attend occasional meetings, training sessions and other events, as and when required.
- To undertake any additional duties as may be reasonably required.

### **CANDIDATE QUALIFICATIONS**

- Ferocious appetite and passion for theatre and the performing arts
- Five to eight (5-8) years professional digital and social marketing work experience in one or across the following sectors: *retail, fast-moving consumer goods, events, sports, hospitality, and / or food and beverage*

- Demonstrable experience of working in a digital strategy and delivery role, including development and delivery of both organizational / product-driven campaigns and brand building strategies
- Demonstrable success in engaging audiences with messaging and creative content via digital and social channels
- Proven ability to write impactful targeted copy for diverse audiences across a range of print, digital, and social platforms
- Proven ability to conceive, shoot, and edit video and photography for digital and social marketing campaigns; mastery of graphics and video production tools
- Confidence using digital analytics, SEO principles and paid campaign tools, with the ability to work alongside specialist partners where required.
- Experience in managing and maintaining annual budgets of more than \$200K
- Experience of managing, and optimizing, including A / B testing, paid media campaigns
- Experience with content management and digital asset management platforms (*i.e.*, WordPress)
- Experience CRM and e-mail communication platforms (*i.e.*, PatronManager, MyEmma)
- Self-motivated and able to work flexibly as part of a small team managing multiple priorities
- Exceptional oral and written communication skills
- Experience managing junior team members
- Confident user of Google apps
- Evidence of a commitment to continued professional development

*Please note this job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indicating the main areas of activity and may be amended in consultation with the post holder as the role develops and / or priorities and requirements change.*

### **APPLICANTS**

Submit the following to [Alex Chisholm](#), Managing Director, by **Friday, 3 July 2026**:

- Personal Statement / Cover Letter
- Resume / CV
- Digital Portfolio / Case Studies

Interviews will be held in mid-July with a projected start date of **Monday, 2 August 2026**.