

## **IRISH CLASSICAL THEATRE COMPANY SEEKS MARKETING CONSULTANT**

**Project Contacts:** General Manager and Artistic Director

**Anticipated Start Date:** Early June 2026

**Location:** Buffalo, NY, with some onsite meetings or activities expected

### **Description:**

Irish Classical Theatre Company (ICTC) seeks proposals from an independent marketing consultant, individual contractor, or marketing firm to provide short-term, project-based marketing and public relations support for the remainder of the 2025-2026 season. The engagement will support audience development and promotional campaigns for one of Buffalo's premier arts organizations.

### **About ICTC:**

Irish Classical Theatre Company (ICTC) is a performing arts theatre located in Buffalo, NY. It presents outstanding productions at The Andrews Theatre, Western New York's only true theatre-in-the-round. In this intimate setting, the audience is never more than 12 feet from the stage. [www.irishclassical.com](http://www.irishclassical.com)

### **ICTC's Mission:**

To present the greatest works of dramatic literature: Irish plays, both traditional and contemporary, International classics, and modern plays of exceptional merit. To produce them at the highest level of artistic excellence. To offer them to the public of Buffalo, Western New York, and Southern Ontario, and subsequently, for national and international audiences.

### **Marketing Consultant Scope of Services:**

The Marketing Consultant will provide project-based marketing support, which may include campaign planning, social media content development, email marketing support, press outreach, website updates, and performance reporting. ICTC will define campaign goals, deliverables, deadlines, and brand guidelines; the consultant will determine the manner and means of performing the services.

### **Proposed Outcomes and Services:**

The engagement may support three outcomes:

1. Increase Season Subscriptions and Single Ticket Sales
  - Develop and execute targeted renewal and acquisition campaigns
  - Segment and activate past subscribers, lapsed patrons, and single-ticket buyers
2. Strengthen Digital Engagement
  - Develop and manage social media content aligned with ICTC's brand and production calendar
  - Support email marketing campaigns aligned with production and event schedules
3. Enhance Media Presence
  - Coordinate press outreach, releases, and coverage
  - Support relationships with local media outlets and marketing vendors

**Desired Experience:**

- Relevant experience in marketing, communications, public relations, audience development, or arts/nonprofit marketing
- Demonstrated ability to build and maintain professional relationships with external partners or clients
- Strong interpersonal and communication skills, with confidence in face-to-face networking and outreach
- Experience with social media strategy, copywriting, email marketing, or campaign reporting
- Ability to track performance metrics, manage outreach pipelines, and report on campaign results
- Strong organizational and project management skills
- Working knowledge of Microsoft Office Suite, Google Workspace, WordPress, and design platforms including Canva and Adobe Suite.

**Preferred Experience:**

- Experience in marketing, communications, business, or a related field
- Experience with Salesforce/PatronManager

**Engagement Details:**

- Schedule, compensation, and deliverables will be negotiated based on the consultant's proposal, scope, and availability
- Some onsite meetings or activities in Buffalo, NY may be required, with remote work available for appropriate services.
- Anticipated Start Date: Early June 2026
- The consultant may provide services to other clients and will be responsible for their own tools, equipment, insurance, taxes, and business expenses unless otherwise agreed in writing.

**Proposal Process:**

For priority consideration, consultant submissions should be received by May 28, 2026. ICTC will continue reviewing proposals until the engagement is filled.

**Submission Instructions:**

Please submit a brief proposal, portfolio or work samples, proposed fee structure, availability, and relevant references via email to [admin@irishclassical.com](mailto:admin@irishclassical.com) with the Subject Line "Marketing Consultant Proposal".

**Proposal Review Policy:**

ICTC considers proposals and engages consultants without regard to race, color, religion, age, sex, national origin, disability status, protected veteran status, sexual orientation, genetic information, gender identity or expression, or any other characteristic protected by federal, state, or local laws.