



## **Marketing Coordinator at Palm Beach Dramaworks**

### **Job Description:**

The Marketing Coordinator (MC) is an exempt position, which reports to the Managing Director (MD) and will work closely with the MD, Producing Artistic Director, and a marketing team. The MC is tasked with implementing marketing campaigns, updating and managing the website, and social media and managing all aspects of marketing described below.

### **Essential Duties & Responsibilities:**

- Support the development of the playbill for each show
- Support ad sales while establishing relationships with local businesses, corporations, and community partners
- Manage content and social media strategy for all shows, programs, and department initiatives.
- Provide customer service by answering inquiries from email and social media that pertain to the theatre and shows
- Oversee and maintain the theatre website daily. Supervise the creation of all content, deadlines, and graphic needs from the designer
- Develop and support Email blasts, and web banner trafficking that aligns with the PBD brand and patron needs
- Support the marketing team in evaluating and implementing the marketing plan and strategy, setting objectives, and updating marketing calendars
- Support the development and implementation of collateral materials in collaboration with all departments
- Support onsite and off-site special events and required opening night activities including photography
- Coordinate and direct department administrative functions to include marketing invoices, box office ticket fulfillment, database management, and marketing budget
- Manage and maintain marquee signage
- Oversee and manage all on site signage including show posters, cast poster, box office, concession, and development posters
- Maintain and update marketing collateral throughout the building
- Coordinate the scheduling of photographer, videographer, and media interviews as needed
- Update various calendar listings
- Obtain actor bios
- Maintain strict confidentiality of sensitive information
- Assist with various clerical and administrative duties

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### **Qualifications & Requirements:**

- Bachelor's degree in Communications, Marketing, Business or Arts Administration is preferred; related work experience may also be considered.
- A minimum of three years of marketing/communications preferred. Experience working in a regional theatre, other performing arts organization, or nonprofit is a plus.
- Excellent oral and written communication skills.
- Advanced skills in Microsoft Office (Excel, Word, Power Point, and Outlook).
- General knowledge of HTML website coding is preferred
- Ability to learn and train on both the PBD website platform and the box office platform software
- Ability to be self-directed and highly motivated in a fast-paced environment
- Ability to multitask, meet deadlines and be detail oriented
- Experience with organic and paid campaigns on all social media platforms, including but not limited to Facebook, Twitter, Instagram, TikTok, LinkedIn and YouTube
- A positive team approach with co-workers
- Must work onsite at the theatre location and other sites
- Flexible schedule for evenings, weekends and holidays as needed
- Must have reliable transportation; a valid driver's license is required
- Ability to lift to 15 pounds will be required

### **Salary:**

Starting at \$42,000; negotiable based on qualifications and experience

To apply, please e-mail a cover letter and resume to our Marketing Consultant, Jennifer Sardone-Shiner at [jshiner@palmbeachdramaworks.org](mailto:jshiner@palmbeachdramaworks.org). No phone calls please.