

## Marketing Coordinator

Department	Marketing	Hiring range	\$36,500 - \$42,000
Supervisor	Director of Marketing, Sales and Communications	Status	Regular, Full time, Exempt
Revised	July 2021	Location	Seattle, WA

The Marketing Coordinator assists the Marketing team with the development and execution of strategic marketing initiatives for the theatre's plays and programs, and messaging to tell ACT's story. The Marketing Coordinator implements subscription and single ticket campaigns to meet revenue goals. This position also manages website content and social media activity and drives engagement by creating informative content for our audience across multiple platforms.

### Specific Job Functions

<p><b>Coordinate and Create Content</b></p> <ul style="list-style-type: none"> <li>• Work with project manager to draft content calendars</li> <li>• Write new and maintain existing content, including for social media and website</li> <li>• Assist in creating targeted advertising campaigns including radio, direct mail, billboards, newspaper advertising, and more based on approved design elements</li> <li>• Distribute and collect edits for Mainstage Encore programs</li> <li>• Implement objective-focused recurring email marketing strategy and drive content production and routing from concept to deployment</li> <li>• Facilitate the editing, proofreading and improvement of content on an ongoing basis</li> </ul>	40%
<p><b>Strategic Planning and Brand Strategy</b></p> <ul style="list-style-type: none"> <li>• Assist in the development and implementation of ACT's brand strategy and activities to meet ticket revenue goals</li> <li>• Maintain and strengthen ACT's overall brand strategy through all media avenues</li> <li>• Execute on digital and social media marketing strategies and ensure a consistent brand voice across all channels</li> <li>• Closely collaborate across ACT's department teams to help drive brand awareness externally and internally, engage our audience and meet sales goals</li> </ul>	20%

<p><b>Work with Team</b></p> <ul style="list-style-type: none"> <li>• Coordinate with graphic designer to create brochures, programs, ads and other materials as needed</li> <li>• Liaise cross-departmentally to assist in the development, execution and distribution of ACT's outgoing marketing materials</li> <li>• Print and install building signage onsite</li> <li>• Provide marketing support for ACT's onstage productions</li> <li>• Manage print contractors and other promotional vendors</li> </ul>	20%
<p><b>Administration</b></p> <ul style="list-style-type: none"> <li>• Track budget for department projects</li> <li>• Coordinate the printing of marketing materials</li> <li>• Prepare marketing activity reports and metrics for measuring success</li> <li>• Maintain a directory and inventory of marketing and graphics assets, ensuring all resources are current and accurate and coordinate the creation of new materials as needed</li> <li>• Support marketing team staff, projects and efforts as needed</li> </ul>	15%
Other day-to-day support to any other marketing objectives as needed	5%

### Qualifications/Skills

- Effectively communicate and make best use of interpersonal and creative thinking skills
- Demonstrate understanding of how a brand participates in social media in an authentic way
- Must be able to multitask and prioritize workload
- Ability to operate independently, be detail oriented and deliver results in an organized and timely manner
- Excellent copywriting skills
- Ability to work evenings and weekends as requested
- Proficient with software systems such as Microsoft Office, Tessitura, Wordfly email publishing and Adobe Creative Suite is desired
- Knowledge of local cultural arena and theatre/performing arts is preferred but not a requirement
- BA degree or equivalent experience in communications, marketing or similar field preferred

### Equity and Inclusion

ACT strives to be an anti-racist, fully accessible, multicultural theatre that is truly welcoming to all. Employees will:

- Demonstrate the initiative to learn and enhance skills that promote anti-racism, cultural competency, and an understanding of oppression and its impact
- Participate in intentional learning efforts, including events relating to understanding institutional racism and building cultural competency and exhibit a commitment to diversity, equity and inclusion

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### **ACT Theatre Mission and Vision**

- Mission: ACT is a contemporary theatre where artistic ambition and civic engagement unite.
- Vision: ACT envisions a world where the power of theatre expands our collective understanding of community and our own humanity.

### **Peak Performer Commitments**

ACT's values and principles guide our work, relationships and decision-making. We encourage our employees to practice forward thinking and curiosity-driven learning. We emphasize inclusivity of voices, experiences, and cultures, and seek to be a transformative agent for change in individuals, communities, and societies. We are civic minded, and believe in the spirit and strength of shared purpose and collective responsibility.

### **Essential Physical Skills**

This position requires frequent sitting, standing and occasional walking; lifting up to 30 pounds; manual dexterity to operate phones, computers, and other office equipment; strong command of the English language with the ability to be understood.

### **Environmental Conditions**

Generally, in an office environment with occasional visits to external environments.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position. Initially, this position will be a work-from-home role.

#### *Disclaimer:*

This job description is not to be construed as an exhaustive list of all responsibilities, duties, and skills required of this position. All ACT employees may be required to perform duties outside of their normal responsibilities from time to time, as needed, to meet the ongoing needs of the organization.

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Employee Name

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**Signature** (Verifying receipt and understanding of this job description)

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Date