



JOB TITLE: Marketing Associate

REPORTS TO: Marketing & Communications Director

PAY: \$17.17-\$20.19/hr, full-time

Overview:

Northwest Children's Theater (NWCT) seeks marketing professionals from diverse backgrounds to support marketing, public relations, and communications efforts across all NWCT programs including performances, movies, classes, and camps across all locations. NWCT's Marketing and Development team is small but ambitious and supports a large amount of programming on a tight schedule. Applicants should have excellent communication skills, experience with image and video editing, a passion for data-driven analysis, and strong organizational skills.

Duties & Responsibilities:

Content Creation & Social Media:

- Design promotional materials for Catalyst: NWCT's Youth Company.
- Create promotional flyers for after-school drama clubs.
- Create content for digital message boards at The Judy.
- Choose images from NWCT's database to promote classes and camps.
- Resize and edit images to meet social media and other digital size requirements.
- Create video content such as show trailers, class promotions, and reels for NWCT's website and social media platforms.
- Post on NWCT's social media platforms based on the social media calendar.

General Marketing & Analysis:

- Develop a comprehensive understanding of all customer-facing systems, including Mailchimp, PatronManager (Salesforce), GetFeedback, and Sawyer Tools.
- Create mailing lists for NWCT's e-newsletters and direct mail efforts.
- Organize NWCT representation for tabling events.
- Assist the marketing & communications director in updating the website.
- Post NWCT events to online calendar listings.
- Help proof marketing materials.
- Run and analyze ticket sale and class registration reports, benchmarking sales against projections and previous data.
- Run and analyze website and social media reports, recommend improvements, and highlight trends.
- Run and analyze patron survey results, recommend improvements, and highlight trends.

Box Office and Front of House:

- Develop an understanding of box office and house management procedures to support and provide backup to the front-of-house team.
- Work at least one box office and one house management shift per month (on Saturdays or Sundays).
- Help cover front-of-house shifts when team members are sick or on vacation.

Participate in All-Staff Activities:

- Attend all-staff meetings and regular team meetings.
- Maintain a professional demeanor with NWCT staff, volunteers, and families.
- Be knowledgeable on all building information, show information, class offerings, and special events, and be prepared to provide this information to patrons.
- Represent NWCT at community events.



Required Qualifications:

- Exceptional written and verbal communication skills with a strong attention to detail.
- Familiarity with Google Drive.
- Experience in audio, video, and image editing. Adobe Creative Cloud experience with a focus on Photoshop, Premiere, and Acrobat is a plus.
- Flexibility to pivot between projects based on fluctuating priorities.
- Ability to work under pressure, anticipate solutions to problems, and exercise good judgment in high-energy environments.
- Ability to work well in a team environment with minimal supervision.
- Background checks required.

Preferred Qualifications:

- Experience with CRM or other databases. Experience with Salesforce is a plus.
- Familiarity with Wordpress.
- Customer service experience in venues with children and families.
- First Aid and CPR certification.
- Bilingual or multilingual.
- Comfortable with public speaking.

Desirable Personal Values:

- Passion for theater for young audiences and an understanding of the transformative role the performing arts can play in youths' lives.
- Commitment to diversity, equity, inclusion, and antiracism.
- Engages in active listening and is sensitive to the needs of others.
- Works with a deep sense of play and celebrates joy within the process and product.

Physical Expectations:

- Ability to lift 30 pounds. (Reasonable accommodations will be made for persons with disabilities).
- Willing to use personal equipment such as a cell phone and laptop/tablet when working remotely.
- Comfortable working around children and families in a loud, fast-paced, nonprofit environment.
- Access to reliable transportation.

Schedule:

Northwest Children's Theater organizes its schedule around Friday evening and weekend productions, weekend theater classes, and weekday afterschool classes and rehearsals. To best support these programs during the school year, the marketing and development team keeps a flexible schedule. Special events on evenings and weekends are a regular occurrence, and flexibility of schedule is essential. Summer hours are traditionally Monday through Friday to offer support for summer camps..

Submit a cover letter and resume to hr@nwcts.org. **Deadline is March 31, 2023.** Please submit documents in PDF format only.