

Northlight Theatre
Job Description
2024-2025 Season

Job Title: Marketing Coordinator

Category: Regular Full-Time, Salaried, Non-Exempt

The Marketing Coordinator reports to the Director of Marketing and Communications and works toward expanding awareness of Northlight's mainstage productions and auxiliary programs. This individual will participate in the formulation and implementation of institutional and show-specific marketing plans, and will creatively seek new, innovative ways to engage current patrons, attract new patrons, and strengthen the Northlight brand. The Marketing Coordinator is a member of the Northlight team and provides support as needed for all programs.

Primary Responsibilities:

- **DIGITAL CONTENT:** develop innovative text, image, and video content for social media and other online use; create and execute strategies for platforms including but not limited to Facebook, Instagram, YouTube, and LinkedIn; maintain a cohesive social identity representing Northlight's brand.
- **EMAIL COMMUNICATION:** develop weekly e-blast content, including written, image, and video elements; design and edit weekly e-blast news, as well as pre-show notifications and post-show follow-ups; coordinate e-blast plans and scheduling, including interdepartmental efforts with Advancement and Education & Community Engagement; maintain email contact lists.
- **SHOW PROGRAMS:** compile programs and guide through the process from initial planning meeting to completion.

Additional responsibilities include but are not limited to:

- Coordinate with individual departments to maintain and update website
- With Director of Marketing, coordinate with external digital advertising and web design consultants to provide content, troubleshoot problems, or implement larger-scale changes.
- Implement basic graphic design for digital usage or small-scale print materials.
- Support copy writing and proofreading of all print materials and the timely distribution of those materials.
- Support mailing list database. Submit list trade requests, approve/disapprove requests, and update lists as necessary.
- Track key statistics for website, email communications, and social media accounts.
- Research and execute cross-promotional opportunities for each production, including but not limited to direct mail, email, and stuffer trade partnerships.
- Be an active participant in ongoing development of audience engagement strategies.
- Actively monitor social media trends and peer theatre practices.
- Provide support for audience engagement, community engagement, cultivation, and capital campaign events. Event support may include set-up and/or striking of tables and chairs, signage, food/beverage, promotional materials, etc., including lifting of up to 20 lbs.
- Supervise interns when appropriate.
- Run sales reports as needed.
- Adhere to Northlight policies as listed in the Employee Handbook.
- Other duties as assigned: This position is a team member of the Northlight staff. All staff members support Northlight at large. All personnel participate as assigned in all Northlight functions, on site and off. Duties may include transporting promotional materials of up to 20 lbs, using light manual tools such as a screwdriver to assemble and/or hang displays, and transporting and setting up of camera lighting equipment for video captures.

Qualifications: Minimum 1 year experience in managing social media strategies and campaign building for social platforms required. Fluency in Microsoft Office, Google tools (docs, Analytics), MailChimp (or similar), and photo/video editing required. Familiarity with Adobe Creative Suite, Canva, Google Ad Grants, WordPress a plus. Must be an efficient multi-tasker comfortable working on multiple projects simultaneously, with a positive and professional demeanor and strong interpersonal skills. Excellent writing skills, including confidence with copy editing and proofreading required.