

Help Wanted: Marketing Coordinator (Zeiterion Theatre)

The Zeiterion Performing Arts Center's Marketing Coordinator will oversee the day-to-day execution of marketing operations and plans. Reporting to the Marketing Director, the Coordinator will work with other marketing and sales staff to develop and implement outreach strategy, and provide support in three main areas: audience communications, social media management and group sales – all while reflecting the brand and mission of the organization.

Duties & Responsibilities:

- Assisting Marketing Director in coordinating various integrated communication and marketing activities that involve direct mail, email broadcast campaigns, events, public relations, customer communications, media advertisements, promotions, and more.
- Support the creation and distribution of print and electronic materials, including: marketing and group sales materials, audience e-communications, show programs and signage.
- Create consistent and engaging postings and conversations on social media outlets, including Facebook, Twitter, Instagram, and YouTube, as appropriate. Manage assets related to these sites.
- Research and develop targeted lists of groups and individuals associated with particular performances, and participate in sales outreach to these groups.
- Support with the writing of communication materials including press releases, e-blasts and web content.
- Participate in the web site maintenance.
- Executing and analyzing results of advertisement and marketing campaigns.

- Collaborate across departments on various communications projects to support the mission

Required Experience and Education: Bachelor's Degree in Business with a Marketing Concentration. Other related degrees considered. Minimum two years of experience in public relations, communications, marketing, and/or sales experience.

Skills Needed:

- Sound understanding of marketing principles.
- Effective project management skills.
- The ability to deliver creative and innovative thoughts.
- Ability to operate under solid pressure and meet tight deadlines.
- Good team player who meets or exceed team goals.
- Excellent Excel, Word, Outlook skills required.
- Constant Contact and WordPress skills desired.
- Strong writing and proofreading experience.
- Previous experience with website content management systems and email marketing systems.
- Photography skills a plus.

Learn more about the Zeiterion Performing Arts Center at www.zeiterion.org. Interested individuals should submit a cover letter, resume, and a writing sample (less than 750 words) to ppimentel@zeiterion.org by January 22.