



## **Job Description: Marketing Coordinator**

**Employer:** City Springs Theatre Company

**Reports To:** Director of Media & Marketing

**Type:** Full Time

**Benefits:** Medical, Vision, Dental

### **Position Summary**

**The Marketing Coordinator** plays a key role in supporting City Springs Theatre Company's marketing and communications efforts. This individual will help develop and execute campaigns that increase audience engagement, promote ticket sales, and elevate the organization's profile in the community. The ideal candidate is creative, organized, and passionate about the performing arts and nonprofit work.

### **Key Responsibilities**

- Assist in planning and implementing marketing campaigns for productions, events, and fundraising initiatives.
- Create and schedule engaging content for social media, email newsletters, and the website.
- Coordinate the production and distribution of print and digital promotional materials.
- Assist in the coordination and content creation of playbills for each production.
- Maintain and update the theatre company's website and online event listings.
- Monitor and analyze marketing metrics and prepare regular reports.
- Support media relations, including drafting press releases and coordinating interviews or press coverage.
- Collaborate with artistic, development, and education teams to align messaging and promotions.
- Manage and grow audience databases and mailing lists.
- Assist with promotional events and community outreach efforts.

### **Qualifications**

- Bachelor's degree in Marketing, Communications, Arts Administration, or related field (or equivalent experience).
- 1-2 years of experience in marketing, preferably in the nonprofit or arts sector a plus.
- Proficiency with graphic design tools (e.g., Canva, Adobe Creative Suite).
- Proficiency in social media platforms and email marketing tools.
- Experience with website content management systems (e.g., WordPress or Squarespace).
- An understanding of video and/or photography, including photo and video editing, a plus.
- Excellent written and verbal communication skills.
- Strong organizational skills and attention to detail.
- A collaborative spirit and enthusiasm for theatre and the performing arts.

### **Additional Information**

- Occasional evening and weekend hours may be required for events and performances.
- City Springs Theatre Company is an equal opportunity employer and strongly encourages applicants from all backgrounds to apply.

### **To Apply, and to learn more about CSTC:**

<https://www.cityspringstheatre.com/about/careers/>

Please be prepared to submit a cover letter and resume.