Marketing Coordinator/Assistant to the E.D.

Year-round, Hourly, Non-Exempt Position reporting to the Executive Director

SUMMARY: The **Marketing Coordinator/Assistant to the E.D.** is an important member of the year-round administrative team overseeing DCA's annual marketing, public relations, and playbill campaigns. The Marketing Coordinator's responsibilities are split between managing DCA's advertising efforts and assisting the E.D. as needed.

Qualifications & Requirements Include:

- The knowledge, curiosity, and instincts necessary to understand DCA's programming, Door County demographics, and regional marketing vehicles in order to maximize marketing budget and boost ticket sales and contributed income
- Strong organizational and problem solving skills
- Exceptional communication and office skills
- Ability to meet deadlines and take on multiple tasks simultaneously
- Commitment to accuracy and an eye for details
- Flexibility with regards to work schedule – some evenings, holidays and weekends are required with DCA's performance schedule
- Experience with theater and/or performing arts operations preferred

Specific Duties for the Marketing Coordinator

- Manage DCA's marketing, advertising and public relations with the aim of increasing ticket revenue
    - Oversee ad buys, ad schedule, ad design (with input from E.D.), ad delivery
    - Oversee the creation and delivery of press releases for all DCA events and exhibits
    - Help develop and manage the marketing budget
- Coordinate and manage social media efforts, fostering an engaging, authentic presence
- Ensure that online, local, regional, and statewide event calendars include up-to-date DCA info
- Oversee distribution of Constant Contact e-newsletter
- Oversee DCA playbill advertising campaign and playbill production (in collaboration with E.D.)
- Research, bring forth, and implement new marketing ideas

Other Duties – All staff

- Take on projects as identified by the executive director
- Interact with board members and committees as directed by the executive director
- Sell tickets and promote events
- Be an advocate for DCA in the community
- Be knowledgeable about all DCA events and activities

- Use discretion regarding all financial transactions (compensation, purchases, sponsorship, donations)
- Help create and maintain a positive, professional, and fun work environment
- Help keep customer, volunteer, and donor data bases updated

The Marketing Coordinator/Assistant to the E.D. is a year-round, non-exempt position, averaging 30 hours per week and reporting to the Executive Director. Compensation is $15/hour plus a competitive holiday/vacation package, Simple IRA contribution, dental insurance, and, when available, complimentary tickets.

Interested applicants are invited to email a cover letter, resume, and three professional references to director@dcauditorium.org by January 24.