

MARKETING ASSISTANT

Status: Full Time/ Regular/ Exempt
Reports to: Director of Marketing
Salary: \$38,000 + Benefits

THE POSITION

The Marketing Assistant (MA) provides key support for all marketing department events, initiatives, promotions, and campaigns. The MA will be responsible for email creation, website monitoring and updates, gathering content for production program books, as well as administrative tasks like invoicing and tracking the marketing budget.

The MA reports directly to the Director of Marketing (DOM) and will work closely with the Deputy Director of Marketing (DDOM), Public Relations Manager, and freelance videographers and photographers.

ESSENTIAL FUNCTIONS

Website

- Work with all departments to ensure the website properly reflects all current programs/campaigns and to prepare for those upcoming
- Work with the box office to ensure TNEW (our ticketing and donation website) content is accurate, and links are up to date
- Help research, develop, write, and publish material, perhaps utilizing other platforms such as Medium
- Discuss new website upgrades and support the DDOM during implementation

Email Marketing

- Develop and maintain the email calendar
- Write, design, and deploy Playhouse emails
- Collaborate with other departments to ensure the calendar supports their current goals and needs

Integrated Marketing Plan

- Help the department manage advertising deadlines, especially with value-added marketing (give-aways, newsletters, etc).
- In coordination with Education and Community Engagement team, keep community calendars up to date.

Programs

- Gather content from other departments and help determine the layout for the online and printed programs
- Function as a traffic manager, making sure that all the content is provided to the publisher (either online or printed program)
- Assemble printer ready pages such as in-house articles, sponsor ads, About Us pages
- Manage deadlines

Administrative

- Support the DOM and DDOM with budgets, estimates, and invoices
- Work with Business Intelligence Manager and Box Office to maintain customer database
- Manage mailing list exchanges
- Manage materials distribution
- Take notes/minutes during department meetings

KNOWLEDGE, SKILLS, AND ABILITIES

- Writing copy with a branded tone of voice and style
- Comfortable learning new web-based applications
- Knowledge of Adobe Creative Suite and/or comfort in learning and mastering the application
- Knowledge of Microsoft Office and/or similar word processing and spreadsheet programs
- Managing deadlines

SPECIAL COVID FACTORS

- All Westport Country Playhouse employees are required to have received both doses of the COVID-19 Vaccine (or one dose of Johnson & Johnson) plus the booster.
- Currently, all staff are required to work in the office at least 2 days per week, and we are planning to require staff to be in the office 4 to 5 days per week in the coming months.

ABOUT WESTPORT COUNTRY PLAYHOUSE

Westport Country Playhouse sits on Paugussett land.

The Playhouse is a non-profit organization that produces theater from playwrights, actors, directors, and designers of all backgrounds, while entertaining audiences and exploring human and societal issues along the way.

We at Westport Country Playhouse have begun the process of creating an antiracist environment with our staff, artists, community leaders, and board members. We are having ongoing discussions around equity, diversity, and inclusion (EDI) as well as relevant trainings in antiracist practice, bystander intervention, and social justice. All Playhouse staff must be committed to learning about EDI work and engaging with the Playhouse in this mission.

YOU SHOULD APPLY

The Playhouse is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

A relocation stipend may be available, to be discussed upon job offer.

For more information about the Playhouse and other job opportunities, visit westportplayhouse.org.

HOW TO APPLY

- Send cover letter and resume to resume@westportplayhouse.org with subject line: **Marketing Assistant**
- Or mail to:
Marketing Assistant Search
Westport Country Playhouse
25 Powers Court
Westport, CT 06880
- No phone calls or drop-in visits, please.
- **Application deadline:** May 13, 2022. All applications will be held and reviewed following the deadline.