

## Marketing Manager

Part-Time Position/10-15 hours per week

\$25/hour

Stage Door Theatre is looking for a part-time Marketing Manager for its 50<sup>th</sup> Season. The Marketing Manager is responsible for working with the Producing Artistic Director to develop a marketing strategy for all Stage Door Theatre artistic, education, and outreach programs. The Marketing Manager is responsible for executing the marketing strategy and managing our various marketing channels including print ads, email marketing, direct mail, social media, digital ads, and radio.

### Responsibilities:

- Social media strategy, design, execution and analysis.
- Publicity – draft press releases, maintain media relations, invite reviewers, oversee promotional and production photos, etc.
- Website – weekly update Stage Door’s website using WordPress to reflect most up to date information.
- Graphic design – design season marketing materials including production logos, season brochure, education brochure, gala invitation, social media posts, posters, postcards, etc.
- Email marketing - manage mailing lists and design weekly electronic newsletter and advertisements
- Budget Management – Track marketing expenses and evaluate ROI on marketing efforts

### Mission & Culture:

Stage Door Mission: to strengthen our vibrant community of patrons, artists, and youth by providing an intimate and inclusive home where shared stories and human experiences are celebrated.

We are a small team that values inclusion, transparency, and accessibility to the arts. Over the last season, we have initiated several new artistic, education and community engagement programs in the hopes of making a meaningful and tangible impact in our community.

### Our work culture includes:

- Flexible work schedule – hybrid position between remote and in-office
- Fun, supportive, and creative staff that values transparency and hard work
- Access to professional development opportunities

### Skills:

- Social Media Management
- Graphic Design
- Website – WordPress
- Strong Communication – Verbal & Written
- Time/Project Management

Please submit a cover letter, resume, and (3) professional references to Justin Ball, Producing Artistic Director, at [justin@stagedoortheatre.org](mailto:justin@stagedoortheatre.org) with the subject” Marketing Manager Application”.