

Marketing Associate: full-time, year-round

Reporting to: Marketing and Communications Director

Their primary focus is creating creative video and graphic content to align with near-term and long-term vision and success of current strategy. They work with the Marketing Director to generate basic concepts, and develop video and graphic products that inspire and connect to our audience and donor base.

Marketing Associate Job Description

Main Duties

- Working in conjunction with the Marketing Director to plan, implement, monitor, and evaluate marketing strategies and campaigns.
- Conceptualize, design, and create season marketing materials such as, posters, print ads and brochures, and both static and animated digital ads.
- Design materials for other departments, primarily development and education
- Help develop and execute brand management plans
- Help promote uniformity and consistency of brand
- Maintain & update playbill for each show, including making sure all ad artwork is correct from vendors
- Interface with Marketing Director in support of Marketing Plan, Branding, and Messaging
- Maintain print advertising submission calendar
- Assist with organization and maintenance of marketing digital files
- To represent the company with diplomacy, discretion, and courtesy at all times
- To comply with all company policies and undertake any other reasonable duties as required by the senior management
- Participate in "Full Company" projects, work calls, meetings, and events
- Potentially, also, video and video editing, and photography and photography editing
- Other duties as assigned

Essential Qualifications

- Creative – able to generate novel, interesting, and inspiring content
- Good artistic aesthetic

- A positive attitude with excellent self-motivation and ability to work on your own initiative and collaboratively, and an aptitude for self-learning
- Proven ability and desire to work as part of a team
- Excellent organization and planning skills with the ability to work flexibly under pressure, to prioritize and to meet deadlines
- Proficient to advanced in the following programs: Adobe Creative Suite
- Excellent eye for detail and exemplary proofreading skills

Desirable Qualifications

- Previous experience of marketing, preferable in the arts industry;
- Experience with photography, videography and post-production.

Working Conditions:

- A desk is provided with a computer and access to printers, a copier, and Wi-Fi enabled internet.
- The work environment is mainly the office on the fourth floor, which is temperature controlled and accessible by stairs and an elevator

Physical Requirements:

- Ability to look at electronic screens for extended periods of time.