August 1, 2023

Job Posting

Job Title: Coordinator, Digital Marketing (Full Time, Salaried, Non-Exempt)

Organization: Pasadena Playhouse
Department: Marketing & Communications
Reports to: Director, Advertising & Audience Development

About the Playhouse: The recipient of the 2023 Regional Theater Tony Award, Pasadena Playhouse is one of the top regional theaters in the country and the State Theater of California. Under the leadership of Producing Artistic Director Danny Feldman, it presents a full season of artistically innovative productions and engaging educational outreach activities to nearly 150,000 Southern California residents annually in two spaces: the 643-seat main stage theater and the 99-seat flexible Carrie Hamilton Theater. By focusing on the creation of great productions, the expansion of educational and outreach programs, the development of new plays, and the creation of innovative programs to build community, the Playhouse will continue to be a leader in the theater industry.

About the Position: Pasadena Playhouse is looking for an exceptional individual to provide support to the Marketing and Communications Department to ensure the proper coordination related to the deployment of digital ad campaigns, marketing emails, and social media scheduling; website tracking and ecommerce ticket support; digital asset management; and other marketing and communications projects. Must have the ability to work nights and weekends as needed.

Responsibilities:

- Communications Support
  - Manage social media schedule and conversations in coordination with the Communications Manager and Director, Content & Creative
  - Manage email and digital content calendars with the Communications Manager and Director, Advertising & Audience Engagement
  - Coordinate deployment of automated show and marketing related emails, including performance reminders, post-show surveys, and Membership confirmations
  - Proofread and route materials as needed to support the communications efforts, including press releases, email copy, etc.
  - Support the Communications Manager in continually auditing and updating the website and public-facing communication outlets
  - Support Communication Manager with event listings updates for all productions.
  - Assist in photo/video creation and digital asset management including the digital program
Proofread email, social media, program and website copy

Provide social media and content support for all audience development and promotion events

Assist with event preparation, set up, execution, and clean up, as needed

Marketing Support

Assist the Director, Advertising & Audience Engagement with tracking success of marketing campaigns

Assist with paid digital advertising campaign deployment and asset management

Manage event invitations and RSVPs

Assist with the staffing of nightly Membership table during the run of show

Administrative Support

Provide list and reporting support as needed using ClickUp, Tessitura, Sprout, Cision, TNEW and Pro2

Maintain brand style guide and formatting standards

Other duties as assigned to support the needs of the department and the organization

Minimum Qualifications and Competencies:

Education/Experience: Bachelor’s degree or equivalent work experience. One to two years in marketing/communications or an office environment. Proficiency in G-Suites and Microsoft Applications is required. Ability to work with and support a team. Previous experience in email and social media marketing is a plus.

Supplemental Functions: Perform other duties as assigned. The employee is occasionally required to lift and/or move up to 15 pounds.

Working Conditions: No major sources of discomfort, standard office environment; regular exposure to video terminal displays. The noise level in the work environment is usually quiet. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Compensation: Compensation is $40,000-$50,000 (Salaried, Non-Exempt). Benefits package includes medical, dental, life insurance coverage and PTO. Start date is September 1, 2023.

To Apply: Please email cover letter resume, and writing samples to nmueller@pasadenaplayhouse.org. No phone calls please.

We work to maintain a positive environment for our employees, where people can learn, grow and thrive with the company. We strive to provide a collaborative, creative, transparent workplace where each person feels encouraged to contribute to our processes, decisions, planning and culture.

The Pasadena Playhouse is an Equal Opportunity Employer.