



## **Marketing Coordinator Job Posting**

### **July 2018**

*Performing Arts Fort Worth, Inc. (PAFW) is an Equal Opportunity Employer and conducts its recruiting and selection to identify the best possible match for each open position.*

The **Marketing Coordinator** is a full-time, non-exempt position in the Programming, Communications & Sales Department. This position is primarily responsible for: trafficking creative files to advertisers, coordinating and implementing promotional campaigns and events, identifying marketing partnerships, and providing administrative support for department. This position reports to the Advertising & Promotions Manager, and will also serve as a liaison to coordinate with other PAFW departments for marketing events and needs. Regular work-site attendance is required.

#### **Key responsibilities include but are not limited to:**

- Traffic ads and creative assets to vendors.
- Coordinate program copy for show playbills.
- Oversee ad tear sheets, invoice scanning and press clippings.
- Identify and coordinate partnership and promotional opportunities that will increase sales and audience engagement.
- Report on the results of promotions and community engagement efforts.
- Assist Advertising & Promotions Manager with advertising show settlements.
- Ensure all advertising invoices are collected at the end of each month.
- Manage and organize production-related archives.
- Spearhead market research projects.
- Organize and preside over PAFW marketing efforts at special events, trade shows, networking events, festivals, and parades.
- Provide administrative support for marketing team, including assistance with in-house graphic design needs and basic video editing, social media, email campaigns, calendar and project scheduling, correspondence, research, and reporting.
- Assist Patron Services Department with Will Call for PAFW performances and other projects as needed.
- Assist Programming, Communications & Sales Department with other related duties and events as needed.
- Work PAFW's presentations / performances, including evenings and weekends.

### **Education, Skills & Experience Required:**

- Bachelor's Degree; with a minimum of one year of related experience preferably in marketing.
- General knowledge of theater and arts management is a plus.
- Basic experience working with graphic design and programs – Quark Express, Adobe Pagemaker, Photoshop, HTML, Illustrator and Acrobat
- Basic experience with social network platforms (Facebook, Twitter, Instagram, YouTube, Snapchat, Vimeo, etc.).
- Ability to learn these business applications: Tessitura, Ungerboeck, EpiServer CMS, Google Analytics, Wordfly email platform.
- Ability to manage multiple projects with high attention to details.
- Takes initiative to research, recommend and implement new business practices.
- Copywriting and proofing skills.
- Basic video editing skills a plus.
- Exudes strong creativity that leads to innovations fostering teamwork.
- Excellent communication skills to interact successfully with external customers and vendors and internally with PAFW staff.
- Mastery level computer skills, including Microsoft Office.
- Flexibility to work nights and weekends.

Please Note: This job posting is not written to provide an all-inclusive listing of responsibilities and related activities. Job duties and assignments may change at any time with or without prior notice.

### **Work Environment and Physical / Mental Activities, Requirements and Demands Commonly Associated with the Performance and Functions of Position.**

1. Climate controlled office environment; Minimal exposure to inclement weather. Regular work hours that often include evenings and weekends. Exposure to computer screens.
2. Ability to operate assigned office equipment and to adhere to all safety guidelines.
3. Standing, walking, sitting for prolonged periods of time; reaching, stooping, bending, kneeling. Exert up to 20 pounds of force occasionally and/or negligible amount of force frequently to lift, push, pull or otherwise move objects. Clear speech, hearing / listening.
4. Clarity of vision and color perception; ability to bring objects into sharp focus to design and proof advertising and presentation materials.
5. Ability to maintain confidentiality and discretion.

**Machines, Tools, Equipment and Work Aids:** Representative but not all inclusive of those commonly associated with this position are computer, printer, ten key calculator, copier, fax, and telephone.

**For immediate consideration, submit your letter of interest and current resume by August 3, 2018, to [careers@basshall.com](mailto:careers@basshall.com).**

**Please note: No phone calls will be accepted or returned.**