



Marketing Coordinator

JOB SUMMARY

Live Arts is seeking a full-time marketing coordinator to plan and execute all digital and traditional marketing, media relations, and internal communications for this beloved volunteer-powered theater in downtown Charlottesville, Virginia. The coordinator is responsible for content development, web and social media, promotions, and oversight of graphic design and photography. With primary focus on the artistic season, the coordinator also provides marketing support to the development, volunteer recruitment, and education departments. The position serves as the primary media relations contact for the theater.

This is an entry-level position with opportunity for growth. The coordinator reports to both the executive director and artistic director. This exempt position includes full benefits and a flexible schedule.

ESSENTIAL DUTIES

Season Marketing

- Assist the artistic director in creating the season theme and graphic images.
- Work with the artistic director to produce a subscription season brochure and one-sheet flier.
- Assist with planning and promotion of the annual Season Reveal event.
- Promote the sale of subscription packages using digital and traditional media.

Show-Specific Marketing

- In collaboration with the artistic director, create and execute a mini-marketing plan for each show.
- Create and distribute show-specific marketing materials, including targeted e-newsletters and email blasts, social media campaigns, print postcards and posters, signage, promotional events, and ads.
- Monitor engagement on all digital platforms and adjust strategies accordingly.
- Work with the artistic director to draft media releases and secure coverage/interviews. Maintain samples of media coverage for every show.
- Work with the artistic director to promote show auditions through the website, social media

posts, and e-newsletters.

- Attend production meetings and weekly staff meetings to stay abreast of changes and opportunities to tell the Live Arts story.
- Produce playbills for five-to-seven shows per year, including advertising placements and sponsor recognition.
- Draft brief welcome speeches for each production and coordinate presenters to deliver the remarks.
- Update the ticketing site as needed through PatronManager CRM.
- Coordinate promotional photoshoots and manage the digital photo library.

Program Marketing

- Assist the development team in crafting fundraising messages, materials, and campaigns. Help create sponsorship and advertising packets.
- Work with the volunteer manager to produce a volunteer e-newsletter, thank you postcards, social media posts, and other recruitment and engagement tools.
- Help drive enrollment in youth summer camps and year-round education programming with social media posts and ads.

Institutional Marketing

- Create and optimize content for website pages that clearly and effectively communicates the organization's brand, tone, and values. Monitor website performance and analytics. ● Regularly update content and calendar on livearts.org.
- Maintain an active presence on Live Arts' social media platforms, including Facebook, Instagram, YouTube, LinkedIn. Serve as administrator for all platforms.
- Work with the executive director to negotiate ad contracts, trades, and placements with local media.
- Produce institutional signage, as needed.
- Regularly update the list of subscribers in the MailChimp email account.
- Coordinate photography and coordinate media relations for Live Arts events.

QUALIFICATIONS

Attributes

- A love of theater and the people who make it.
- A strong appreciation for Live Arts' legacy as a volunteer-powered community theater.
- An abiding commitment to advancing diversity, equity, and inclusion at Live Arts and in the community.
- Willingness to model Live Arts' values of community, social change, creativity, learning, equity, and artistic courage.
- High emotional intelligence and an ability to build relationships of trust.
- Ability to collaborate with a tight-knit team.

Skills

- Strong writing skills, with an emphasis on crafting engaging and effective marketing messages.
- Basic knowledge of graphic design software; proficiency in Adobe Suite (Photoshop, Lightroom, InDesign) and/or Canva is a plus.
- Excellent organization skills and ability to meet deadlines.
- Experience in website management is preferred.
- Basic knowledge of SEO practices preferred.
- Experience creating email campaigns and social media platforms; MailChimp experience is a plus.
- Experience in PatronManager (Salesforce) is a plus.

Required Qualifications

- Bachelor's degree in marketing, journalism, arts administration, or theater – or equivalent work experience.
- Experience in digital marketing and communications, especially theater-related. Formal, informal, and cross-disciplinary experiences will be considered.
- Willingness and ability to work evenings and weekends, reflective of the dynamic schedule of a theater.

COMPENSATION & BENEFITS

This is a full-time position that reports to the executive director and the artistic director. The salary range is \$34,000-36,000 based on experience.

Benefits include the following:

- Individual health and dental insurance after 45 days of employment. Live Arts pays 80% of the premium.
- 20 days a year of paid time off during the first five years of continuous employment.
- Nine paid holidays each year, including one “floater holiday” to be used at the employee’s discretion.
- Subsidized parking.
- Two complimentary tickets to every show.

TO APPLY

Email resume and cover letter to lisa@livearts.org by March 21. Position will remain open until filled. Position is open immediately.

ABOUT LIVE ARTS

Founded in 1990, Live Arts is a national model for engaged community theater. For the last three decades, we have dedicated ourselves to the mission of “forging theater and community” in Charlottesville. Our engagement in the community runs deep, and the quality of our volunteer-staged productions is high.

Facilities

We are the anchor tenant in a four-story performance space in the heart of downtown Charlottesville and attract participants, students, and audiences from across Central Virginia. Our building is owned and managed by a separate nonprofit, Charlottesville Contemporary Arts, Inc.

Programming

In a typical year, we present a compelling season of mainstage plays and musicals produced by more than 1200 volunteers. We launch a month-long new works festival each May that celebrates untold stories by emerging playwrights. We also run a year-round lab that helps local playwrights develop their work. We welcome hundreds of people to our year-round education workshops and youth summer camps. And for more 25 years, we have provided tech support to high school and college theater companies performing at the Edinburgh Festival Fringe in Scotland.

Diversity, Equity, and Inclusion

Live Arts is working to become a more welcoming, inclusive theater. We are an equal opportunity employer and do not discriminate against any individual based on any non-merit factor. We are committed to an equitable workplace where everyone is treated as a respected and valued member of the team. We actively seek to build and retain a diverse staff with regard to race, culture, ethnicity, class, religion, physical ability, age, gender, and sexual orientation.

As an organization working to advance equity, we are committed to elevating the voices of people of color, Native people, LGBTQ+ and transgender, gender non-conforming, and non-binary people, and people with disabilities. We encourage people from these communities to apply.