



Marketing and Communications Associate

Summary

TheaterWorksUSA (TWUSA) is seeking candidates for a full-time Marketing & Communications Associate to play a key role in providing daily support of outreach activities, social media, and brand awareness initiatives and tracking timelines for marketing initiatives assisting with day-to-day marketing and communications operations. The Marketing & Communications Associate reports to the Director of Development & Communications. The ideal candidate is proactive, organized, detail-oriented, and inquisitive, and ready to jump into a variety of projects to support the marketing and communications goals of the organization.

About Our Organization

Since 1961 we have been a trailblazer in the not-for-profit theater industry, with our repertoire of 141 literature–and history–based plays and musicals playing a leading role in the rise of theater for young audiences as an art form. We are proud to say that 100 million children, educators, and families have joined us at the theater to enjoy titles ranging from classics like *Charlotte's Web* and *Freedom Train* to contemporary favorites like *Dog Man: The Musical* and *The Lightning Thief: The Percy Jackson Musical*.

Duties and Responsibilities

This position reports to the Director of Development and Communications. Specific duties include but are not limited to the following:

- At the direction of the Director, manage annual marketing and advertising plans for TWUSA programs, including NYC productions, touring productions, and educational programs.
- Coordinate the creation and distribution of all related print collateral, digital assets, program boards, program details, and promotional copy.
- Monitor and report on the effectiveness of marketing campaigns, ensuring objectives are met.
- Ensure consistency of brand and accuracy of materials across the country.
- Plan and execute an active digital media strategy and segmented e-communications to a variety of constituents. Build brand awareness across all platforms while maintaining the organization's website.
- Create and distribute digital assets (graphics, photos, videos) to build brand value and engagement.
- Track and maintain marketing budgets. Manage deadlines and requirements with other stakeholders, including graphic designers, print vendors, underlying rights holders, unions, etc.
- Attend events and performances as a representative of TheaterWorksUSA. Build and maintain relationships with vendors, including event planners, industry service organizations, photographers, videographers, press representatives, etc.



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- Expected to exercise discretion and independent judgment with respect to matters of significance.
- Work with third-party Google Ad Grant Partner to maximize the utilization of our Ad Grant as a way to increase TWUSA's online visibility and web tracking.
- Other duties as assigned by the Director of Development & Communications.

Preferred Qualities and Requirements

- 3+ years of related work or volunteer experience in a marketing or fundraising environment, preferably in the arts.
- Excellent written and verbal communication skills; quickly craft and deliver clear, accurate, and engaging messaging in both internal and external communications.
- Strong understanding of current social media platforms and trends.
- Ability to flexibly and creatively adapt to new situations, tasks, or challenges.
- Excellent interpersonal skills; able to interact well with various personalities and individuals, including staff, donors, artists, and VIPs.
- Capable of handling multiple projects and prioritizing appropriately.
- Willingness to see projects through to completion.
- Able to foster a cooperative work environment and influence others to perform their jobs effectively.
- Proficiency with graphic design software (e.g., Canva or Adobe) is required. In addition, experience with WordPress is preferred, as is a working knowledge of SEO, Google Ads, Salesforce, and Emma.
- Must maintain confidentiality and security of sensitive patron and company information.
- Passion for the arts and youth issues.

Physical Requirements

- Work is primarily sedentary. However, the ability to lift items 40lbs and under is preferable for special event setup and breakdown.

Compensation and Location

- Salary is \$40,000 annually. Compensation package includes 99% employer-paid health insurance, voluntary dental insurance, FSA transit/health/dependent accounts, access to a voluntary 401(k) after the first year, and a total of 30 days of paid time off annually.

Application and Instructions

- Please submit a resume, a sample marketing portfolio or examples of social media work, and a statement that includes your approach to equity, diversity, and inclusion. EDI is an important part of TWUSA's mission, and we ask you to share the



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ways you imagine bringing a commitment to EDI to your work. No “cover letters” necessary. While we ask that resumes be submitted in written form, we invite applicants to submit their application via a written statement, audio, or video recording—whatever form best suits your self-expression.

- Please submit your application with the subject line “Marketing & Communications Associate” to jobs@twusa.org. Applications will be reviewed on a rolling basis until the position is filled.
- TheaterWorksUSA serves a diverse, nationwide audience and strives to build a staff, board, and programming that reflects the diversity of our audience. We strongly encourage candidates from communities that have been historically underrepresented to apply.
- TheaterWorksUSA is committed to creating a diverse and inclusive environment and is proud to be an equal employment opportunity employer. TheaterWorksUSA will not discriminate against an applicant or employee on the basis of race, color, religion, creed, national origin or ancestry, sex, age, physical or mental disability, including gender dysphoria and similar gender-related conditions, gender (including pregnancy), veteran or military status, actual or perceived sexual orientation, gender identity or expression (including status as a transgender individual), predisposing genetic characteristics, genetic information, marital status familial status, domestic violence victim status, or any other legally-recognized protected basis under federal, state, or local laws.
- TheaterWorksUSA complies with applicable disability laws and makes reasonable accommodations for qualified applicants and employees with disabilities. If reasonable accommodations are needed to participate in the job application or interview process or perform essential job functions, please contact jobs@twusa.org or call 212.647.1100.