



Title: Marketing and Communication Coordinator

Commitment: 32 hours/week

Compensation: \$33,500/year + Monthly \$500 Benefit Stipend

Job Reports to: Director of External Relations

The Marketing and Communication Coordinator collaborates with Theatre Horizon's Development, Artistic, Community Investment, and Education departments to create marketing content and plans for audience growth and education programs to increase our presence regionally & nationally. A creative thinker who is deadline-driven, the Marketing & Communications Coordinator will work with other staff members to shape and promote Theatre Horizon's brand and identity. They will also assist the Development & Education departments in providing vital, year-round communications support.

Theatre Horizon uses the transformative power of storytelling to foster empathy & provide an inclusive home for artists, audiences, & students alike. We produce an ambitious season of plays, musicals and concerts for the general public, while educating nearly 1,000 children annually in the Philadelphia suburbs via our drama classes. More than just a theatre company, Theatre Horizon strives toward being a third space* that supports creativity and the stories of the communities we share. While our community is not restricted by geographical boundaries, we are steeply rooted in our Norristown community. We believe in creating access for members of our community to engage in creative and educational opportunities that are relevant to them and guided by their own interests.

*Third places is a term coined by sociologist Ray Oldenburg and refers to places where people spend time between home ('first' place) and work ('second' place). They are locations where we exchange ideas, have a good time, and build relationships.

MARKETING:

- Create and set marketing strategies, goals, and plans for audience growth and education programs.
- Create webpages for each production; update and maintain programming on Theatre Horizon website.
- Create and coordinate printing and mailing of all marketing materials, including show and education descriptions, season announcements, and playbills.
- Create and send email communications to patrons using Mailchimp.

- Coordinate with contracted Graphic Designers to assign deadlines and ensure all graphics (including marketing signage for physical space) are delivered in a timely manner.
- Oversee Public Relations Consultant and assist with Social Media management and content solicitation and creation for Facebook, Instagram, and Twitter. Communicate with PR Consultant about press release opportunities, season announcements and opening nights.
- Prospect and execute ad trades with other theaters and partners.
- Serve as the record keeper of the Marketing department; save archival materials and record media mentions.
- In coordination with the Artistic Department, develop concepts for, coordinate, and execute photoshoots and video shoots.
 - Arrange archival recordings of productions.
 - Develop concepts for promotional videos for shows as needed.
 - Hire photographer for promotional shoots (for season and for each production).
 - Hire videographer for promotional video and archival shoot.
- Attend events to represent Theatre Horizon and spread the word about our offerings, serve as an Ambassador for our work.
- Act as the primary staff member responsible for the creation and upkeep of the marketing budget.
- Create ticket sales goals annually in collaboration with General Manager; responsible for reaching ticket sales goals.

COMMUNICATIONS

- Collaborate with staff and contractors to ensure that publications, website, and event listings include focused content that is unified under one voice
- Provide administrative support to the Development team in the creation of Theatre Horizon materials, such as our annual report and fundraising letters.
- Attend assigned performances as part of audience cultivation events and/or to collect social media content
- Maintain website content, particularly in relationship to online ticketing

EXPERIENCE:

- Excellent written/oral communication skills
- Strong organizational and problem-solving skills
- History working with a wide variety of people and personalities; ability to create and facilitate a welcoming environment.
- Keen attention to detail and follow through.
- Must be able to work in a fast paced environment and enjoy contact with the public.
- Previous experience in the performing arts & culture preferred but not required.

KNOWLEDGE SKILLS AND ABILITIES:

- Proficiency in Microsoft Word, Excel and PowerPoint.

- Proficiency working in Google Suite (Gmail, Google Calendar, Docs, Forms, and Sheets)
- Proficiency working with MailChimp (preferred but not required)
- Impeccable record-keeping abilities.
- Database management experience (Salesforce experience preferred but not required).
- Ability to present information concisely and effectively, both verbally and in writing.
- Ability to prioritize tasks, take initiative, and stay organized, with flexibility to take direction when departmental priorities shift.
- Availability and willingness to work on some nights and weekends for marketing/development support
- Ability to work in a hands-on environment with limited resources.
- Interest in the performing arts & culture sector.
- Dedication and drive to succeed, willingness.

OTHER INFORMATION:

- Location
 - The position will start as a combination of in-person and remote. Expect to work Wednesdays and one additional day in the Theatre Horizon office in Norristown, with additional days when in production, including some evenings and weekends.
- Hours
 - Though this position is 32 hours per week, Theatre Horizon maintains a flex-time policy. If your job responsibilities require you to work beyond your typical hours in a given week, then those extra hours may be credited toward future time off.
 - Attend weekly staff meetings and other meetings as necessary.

Work environment: We value work/life balance and maintaining flexible schedules. We cultivate a community of care that allows for flexible time management and hybrid working. We believe in intentional celebration and the professional development of those we work with. Theatre Horizon is dedicated to building an [actively antiracist](#) and creative environment. Our theater stands on the homeland of the Lenape people and we are grateful to be in partnership with the Lenape Cultural Center in acting as culture-bearers for this region

Compensation: This 32-hour/week position will be paid \$33,500. We do not provide health insurance but all employees working 30 hours/week (or more) receive a \$500/month health benefits stipend. Employees also receive complimentary tickets for all season productions, paid leave, paid vacation and holidays off.

To Apply: Please submit the following items for consideration: cover letter, resume, and list of references. Email all materials to [hiring@theatrehorizon.org](mailto: hiring@theatrehorizon.org). Please include “Marketing & Communication Coordinator” in the subject line. Individuals from historically-excluded communities are encouraged to apply.