

Actors Theatre of Louisville
Marketing & Communications Coordinator
Posted November, 2018

Position: Marketing & Communications Coordinator
Reports To: Director of Marketing & Communications
Department: Marketing & Communications
FLSA: Non-Exempt

About Actors Theatre of Louisville

Actors Theatre of Louisville, the Tony-Award winning State Theatre of Kentucky, seeks qualified and passionate applicants for a Marketing and Communications Coordinator.

Actors Theatre seeks to create a truly brave space where diverse identities, ideas, cultures, and opinions are cultivated. Our core values are Equity, Diversity and Inclusion, Brave Curiosity, Listening and Sharing and Adaptability. Because of its conviction that the diversity of a community is its defining strength, Actors Theatre is committed to Equity, Diversity, and Inclusion in all areas of its work, including its community engagement efforts, productions, casting, education programs, recruitment of staff, students, apprentices, and volunteers, and the composition of the Board of Directors. We strongly encourage applications from women, persons of color, LGBTQ individuals, and others who demonstrate a commitment to equity and social justice.

Actors Theatre's mission is to unlock human potential, build community and enrich quality of life by engaging people in theater that reflects the wonder and complexity of our time. Actors' vision is to be a leading arts organization locally and nationally, serving as a catalyst for creativity, innovation, inspiration and education in our community and field.

Summary of Position:

The Marketing and Communications Coordinator supports the marketing department with audience engagement, content management and digital marketing initiatives. This requires an ambitious, highly motivated individual with knowledge of marketing and/or communications.

The essential functions include, but are not limited to the following:

Essential Functions:

- Audience Engagement –
 - Acts as project manager for all show support materials including production programs and curtain speeches, *Limelight* newsletter, front-of-

- house signage (print and digital) and lobby enrichment activity coordination.
- Field public information requests and manage email responses to patron feedback.
- Coordinate Roanne H. Victor Gallery art exhibitions.
- Content Management – works closely with the Public Relations Manager to implement communications initiatives:
 - Manage brand standards and style book, act as general proof reader and copywriter
 - Primary web content editor.
 - Ensure that the website is accurate and up-to-date at all times.
 - Social media (paid and organic).
 - Serve as project coordinator for external communication needs for other departments within the organization.
 - Support Public Relations Manager in the creation and execution of all digital communications strategies and initiatives, including, photography, video and copywriting.
- Digital Marketing – works closely with the Marketing Manager to coordinate digital efforts:
 - Draft and design email marketing campaigns.
 - Database maintenance and list generation as needed.
 - Schedule and execute all email marketing campaigns.
- Administrative Support –
 - Execute administrative tasks (ex: internal purchase orders, digital filing, and scheduling meetings) and other duties as assigned.

Knowledge, Skills & Abilities:

- Excellent organizational and time-management skills, and strong attention to detail.
- Excellent verbal and written communication skills.
- Ability to work easily and comfortably in a fast-paced and rapidly changing environment.
- Ability to successfully manage multiple time-sensitive projects and deadlines.
- Ability to take initiative to solve problems.
- Ability to handle sensitive information and maintain confidentiality.
- Ability to unite and collaborate with staff, stakeholders, community leaders and vendors.
- Ability to visual to read information from computer screens, forms and other printed materials and information.
- Hearing ability for verbal communication/conversation/responses via telephone, telephone systems, and face-to-face interactions.

- Manual dexterity for typing, writing, standing and reaching, flexibility, body movement for bending, crouching, walking, kneeling and prolonged sitting.
- Ability to lift and move objects and equipment up to 10 lbs.

Minimum Qualifications:

- Associates Degree from an accredited university, preferably in marketing, English/journalism, Performing Arts Management or a related field.
- Must work a flexible schedule, including some evenings, weekends and travel as needed, including assisting with special events and Humana Festival weekend events.
- Strong desire to be a positive influential brand ambassador for Actors Theatre.
- Excellent computer skills, particularly in Microsoft Excel and Word.
- Energetic self-starter with exceptional attention to detail.
- Creative person who enjoys working in a team environment.

Preferred Qualifications:

- One (1) to Two (2) years of experience in Marketing, Communications, or related field preferred.
- Knowledge of HTML, website, database and email CMS software.
- Interest in performing arts.
- Experience working with various social media platforms.

Compensation:

Starting salary is \$32,500.00 annually. The range of benefits includes medical and dental insurance, long-term and short-term disability insurance, paid time off, and a 403(b) retirement plan.

To Apply:

Applicants for this position should email cover letter, resume, two (2) writing samples and three (3) professional references, to:

Steve Knight, Director of Marketing and Communications
sknight@actorstheatre.org

cc: Marie Tull, Human Resources Manager
MTull@actorstheatre.org

No phone calls please.



Kevin E. Moore, Managing Director

Actors Theatre is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, class, religion, country of origin, political belief, (dis)ability, age, gender identity, sexual orientation, protected veteran status, or any factor protected by law. Members of underrepresented groups are encouraged to apply.