



MARKETING AND ENGAGEMENT COORDINATOR

Position Vacancy: OPEN IMMEDIATELY (open until filled)

Term: At-will employment, per Vermont and Federal Law

Employment Category: Part-Time, Hourly

To Apply:

Send a resume and letter of interest to Noah Blocker-Glynn, executive director at noah@vtstage.org

Job Overview:

The Marketing and Engagement Coordinator is responsible for the coordination and execution of planned, organic, and day-to-day marketing, promotion, and communication for Vermont Stage, as directed by the Administration Team (Executive Director, Artistic Director, and General Manager). Facilitate and coordinate Vermont Stage's engagement efforts with audiences, donors, and community partners, also seeking new opportunities for Vermont Stage to advance its mission within the region and state.

Key Responsibilities:

Marketing/Promotion/Communication (approximately 75% of time) -

- Manage daily marketing and promotion efforts, including the professional-level, accessible, and "friendly" presentation of Vermont Stage through current and future media outlets (social, print, and others)
- Provide professional-level Vermont Stage brand ambassadorship that complements our artistry
- Track marketing, promotion and communication effectiveness by ensuring holistic data collection and assist the administrative team with analysis and interpretation in an effort to grow impact and reach (trackable links, open rates, web traffic/Google analytics, and other metric-gathering resources)
- Champion the strategic organization and building of Vermont Stage's audience development activities, leveraging our network of staff, Board, cast, crew, supporters/sponsors, and community partners



- Create, and/or facilitate the creation of distinctive marketing and advertising pieces that celebrate the mission, brand, and artistry of Vermont Stage
- Continually hone planned and on-going communications within all Vermont Stage constituent channels
- Coordinate the procurement of professional-level and informal photos and video that tell the Vermont Stage story, and promote this collateral heavily through new and existing media outlets
- Leverage free promotional opportunities within the community that increase awareness of Vermont Stage and our productions
- Work closely with the Artistic Director to broadcast Vermont Stage artistic “happenings” to current ticket holders and supporters, while cultivating new followers and subscribers to our media outlets
- Maintain constituent communication lists and suggest/secure marketing lists that align with Vermont Stage’s target audiences
- Survey patrons and our supporters to gather meaningful data, feedback, and suggestions to advance the organization

Note: All of the above-listed responsibilities must be performed within approved budgets (determined by the Administrative Team)

Engagement (approximately 20% of time) -

- Promote and steward new and existing relationships within the community
- Work closely with the Executive Director on Development (fundraising) management and donor stewardship/communication
- Provide administrative facilitation for select Board matters, including close work with special advisory groups, as determined by the Administrative Team
- Facilitate, with the guidance of the Executive Director donor stewardship events, development campaigns, and other engagement activities
- Facilitate current and new programming

Other Duties/Responsibilities (approximately 5% of time) -

- Attend regular team meetings
- Provide reporting, as requested/needed
- Oversight of Marketing Intern

Professional Expectations:

- Work cooperatively and collaboratively with all Vermont Stage constituents
- Uphold the professional-quality that Vermont Stage is known for



Outcomes:

- Through on-the-job execution, develop and enhance marketing, promotion, and communication processes
- Provide information, through effectiveness tracking, that allows the Vermont Stage team to make great, data-driven decisions
- Enhanced audience experiences
- Expanded audience base
- Unified “tone” and professional-level presentation standard for all Vermont Stage communications, posts, advertisements, and other associated publicly-viewed opportunities

Desired Qualifications for Knowledge/Experience:

- Undergraduate degree in marketing, communications, or similar, (or) - a relevant combination of experience and education
- 1-2 years of experience with social media and advertising, with a proven track-record of success
- Excellent written communication skills
- Familiarity with web-based platforms (Constant Contact, Facebook, Instagram, YouTube, and others)
- Intermediate-knowledge and experience in the use of design tools (Canva, InDesign, PowerPoint, Adobe, or similar)
- Ability to relate to diverse internal and external constituencies including staff, board, parents and children, service providers, public officials, and donors.
- Demonstrated ability to work independently, with moderate guidance, and as part of a larger team
- An affinity for the performing arts, or direct experience is a plus

Reports to:

Artistic Director, Cristina Alicea, with “dotted lines” to and General Manager, Jamien Forrest and Executive Director, Noah Blocker-Glynn

Compensation and Benefits:

Currently, this is a part-time position filling up-to 20 hours per week. Hourly compensation is \$17-\$20 per hour (paid hourly, bi-monthly pay cycle - through timesheet reporting). Benefits include access to Vermont Stage productions and special events, a Vermont Stage office workstation (with appropriate technology), an opportunity to work with an established team of



expert arts administrators and performing artists, as well as professional development opportunities that will enhance skill sets and advance Vermont Stage.

Working Conditions:

Internal- Work is normally performed in a climate controlled office environment, theater, or other public event spaces. Noise level is moderate and includes sounds of normal office equipment (people, computers, telephones, etc.). No known environmental hazards are encountered in normal performance of job duties.

External- Moderate travel may be required. Work outside the office normally takes place in similar office environments, although occasionally work may include meetings in local coffee shops, or restaurants.

Physical Demands:

Work involves standing and walking for brief periods of time, but most duties are performed from a seated position. Some stairs are present at the theater, but elevators are available. There is potential for eyestrain from reading detailed materials and computer work. Work normally requires finger dexterity and eye-hand coordination to operate computer keyboards at a moderate skill level. Repetitive motion injuries may occur.