

**Gloucester Stage Company, Inc.**  
**DIGITAL MARKETING COORDINATOR**  
*Job Description*

**Purpose and Scope**

The purpose of this document is to establish the job requirements, duties, and responsibilities of the Digital Marketing Coordinator. This is a mid-level staff position, reporting to the Marketing or Managing Director.

**Responsibilities**

The Digital Marketing Coordinator is responsible for increasing the brand equity of Gloucester Stage Company and the awareness of mission based programming through the following:

- A. Working closely with the Marketing or Managing Director to market Gloucester Stage Company, maintaining clear communication and brand voice.
- B. Implementing strategies and technology to successfully reach or exceed marketing and sales goals.
- C. Building community through digital content by engaging the stakeholders and beneficiaries of Gloucester Stage's mission.

**Specific Duties**

The Digital Marketing Coordinator shall rely on experience and judgment to plan and perform a variety of complicated tasks in which a wide degree of creativity and latitude is necessary. The specific duties and responsibilities of the position are broken down as follows:

1. Marketing Planning
2. Digital & Social Media Advertising
3. Web Presence & Commerce
4. Content Management for Publishing

**1. Marketing Planning:**

- Work with Marketing or Managing Director to develop and execute an annual Marketing Calendar/Plan, achieving ticket sales goals for single tickets, season subscriptions, and group sales.
- Implement strategies to reach new ticket buyers, turn single ticket buyers into subscribers, and subscribers into advocates and donors.
- Maximize efficiencies through the use of fundraising systems, technology, database management, and data analysis
- Produce or contract out video production in the use of promotion and comply with necessary union rules concerning filming.
- Support Media Relations Director in distribution of press release announcements and engage artistic team in free and paid press exposure.
- Act as representative in conversations with peer arts organizations in a manner that perpetuates the brand equity of Gloucester Stage Company.

## **2. Digital & Social Media Advertising:**

- Manage Gloucester Stage's presence on Facebook, Instagram, Twitter, YouTube, and other platforms as deemed necessary.
- Creating and curating shareable content to build audiences and drive customers to buy tickets.
- Engaging volunteers & staff to participate in content creation that builds community and reach.
- Implement digital advertising deliverables from Marketing Plan and produce visual content to support those promotions.
- Create and distribute e-mail marketing campaigns.
- Maintaining updates to digital profiles throughout the year, both on Social Media platforms and additional sites such as ArtsBoston, Cape Ann Chamber, StageSource, Essex County Creates, etc.

## **3. Web Presence & Commerce:**

- Content design and implementation of Gloucester Stage's website, maintaining SEO configurations and mobile compatibility.
- Monitoring analytics and customer behavior arriving to and while on the website.
- Oversee timely updates to website content.
- Support Education Director in providing class and signup information online

## **4. Content Management for Publishing:**

- Collaborate with other staff on the creation of content for inclusion in season brochure, house programs, and other marketing materials.
- Solicit and compile production and artist information (headshots, bios, affiliations, etc.)
- Design and print show programs for all productions.
- Fostering positive vendor relations.

## **Board and Committees:**

Marketing Committee (if in session)

Events Committee

## **Requirements**

Bachelor Degree (BS or BA equivalent)

Working knowledge of Adobe Photoshop, Adobe InDesign, Wordpress, Constant Contact, Social Media

## **Expectations**

- Willingness to continually learn new things and adapt to change
- Clear Communication skills
- Strong self-motivation and determination
- Engaging, outgoing personality
- Extreme organization and ability to prioritize multiple responsibilities
- Ability to maintain confidentiality
- Supporting others to accomplish goals
- Presence for office hours and performance/development events
- Proactive, team player

## **THE IDEAL CANDIDATE**

The Digital Marketing Coordinator sets the perfect example of curating messaging on behalf of a nonprofit organization and balancing several artistic projects at once. It is critical to be **organized, creative, timely, and passionate**. Overall, we look to employ service-minded people who are reliable, clever, and able to work independently. This position is a fantastic beginning career step in theater or arts marketing/communications.

### **How to Apply:**

Please submit the following, ATTN: Chris Griffith, Interim Managing Director, to [info@gloucesterstage.com](mailto:info@gloucesterstage.com):

- A brief personal cover letter (address interests/experience/future)
- Your resume, and
- Three professional references

Once your application is received, a first-round phone interview will be scheduled.

### **Apply by:**

February 1, 2019

### **Salary:**

\$14/hour

### **Timeline:**

30-39 hours a week, annually (includes two weeks paid vacation)

### **About the Company:**

Gloucester Stage Company is Cape Ann's premiere professional theater company nestled on the shore, and part of the greater Boston theater community. The intimate performance venue has provided the perfect setting for premiering new works and rousing classics over the past 39 seasons. Since its founding, Gloucester Stage, under contract with Actors Equity Association, has been a place where dedicated artists create theater that matters at the highest level of professional achievement.

Gloucester Stage Company is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status. Gloucester Stage Company remains committed to providing a safe and secure environment for all of our volunteers, artists, and staff. We are proud adopters of the The Chicago Theatre Standards, and part of the #notinourhouse movement.