



JOB POSTING FOR:
Digital Marketing Coordinator

HIRING COMPANY: Rochester Broadway Theatre League, Inc.

LOCATION: West Herr Performing Arts Center & Auditorium Theatre
885 East Main Street, Rochester, NY 14605

REPORTS TO: Director of Marketing & Chief Revenue Officer

WORKS CLOSELY WITH: Marketing Department, Box Office, Education Director and Development Staff.

SUPERVISES: N/A

HOURS: Full-time, 40 hours/week. Primarily 9am-5pm M-F, with intermittent evenings and weekends and occasional flextime/overtime as dictated by event schedule.

COMPENSATION: Non-exempt; \$45,000 salary + applicable overtime. Earned PTO and paid holidays.

OVERVIEW: We are looking for a creative, self-starter, to share the excitement of live entertainment with the Greater Rochester community through our venue's digital platforms. Create photo and video content for social media, spread awareness and information through patron email communications and strategize effective outreach messaging and timelines. The ideal candidate is a motivated and active storyteller who thrives in social situations, has the technical know-how to create and edit compelling graphics and video, and can multitask, strategize and prioritize while meeting evolving deadlines.

The successful candidate will; create, coordinate, and analyze digital marketing and communications efforts, to generate awareness and share information about the West Herr Auditorium Theatre (shows/events), the West Herr Performing Arts Center (progress/opportunities), and the Rochester Broadway Theatre League (RBTL) including its arts education programs.

QUALIFICATIONS: Bachelor's degree in Communications, Business Marketing or similar preferred. Minimum of 3 years relevant experience. Must be proficient in Microsoft Office, Adobe Photoshop, current social media platforms and trends, content strategy and basic data analysis. Knowledge of graphic design and video editing desired. Experience with WordPress, Canva, Buffer, Archtics and/or TM Engage helpful but not required.

CRITICAL COMPETENCIES: Effective written and oral communication skills. Creative scope and critical eye. Ability to prioritize and multi-task. Strong attention to detail. Excellent grammar and proofreading skills. Dependable, adaptable and willing to take initiative. Must be comfortable approaching and interacting with venue guests to encourage their participation in our public messaging. Strong time management, organizational and problem-solving skills. Ability to work both independently and in a group setting.



RESPONSIBILITIES INCLUDE (BUT ARE NOT LIMITED TO):

- Digital Content Creation and Management
 - create and share unique, creative, relevant, social marketing content
 - converse with venue patrons for recorded organic feedback
 - coordinate content strategies with national representatives and internal departments
 - collect, localize and manage provided digital creative assets
 - organize distribution of digital organization and venue marketing communications
 - upload events and activities to community calendar listings
- Social Media Maintenance
 - maintain social media platforms: Facebook, Instagram, LinkedIn, YouTube
 - schedule provided and organic content and creative
 - provide applicable correspondence via comments and direct messages
- Email Marketing
 - create and deploy venue emails to subscribers and patrons
 - optimize email campaigns with messaging, list management and dynamic content
 - maintain internal email marketing production and editorial calendar
- Website & Digital Signage Maintenance
 - make updates to venue's WordPress websites
 - maintain venue's digital signage (interior and exterior)
- Data Analysis
 - internal analysis, summaries and reporting of trackable digital efforts
 - provide recommendations based on available data for creative marketing content
 - ongoing research and analysis of comparable entertainment venue's social content
- Event Planning & Execution
 - participation in company-wide initiatives: assist with fundraising events, pre-show and post-show events, open houses, educational programming, festival booths, special events
- Collaboration
 - assist Director of Marketing with marketing, advertising and promotions
 - regularly work in partnership with Communications Coordinator
 - collaborate with Director of Education, Director of Ticketing, CEO, COO and CRO
 - other duties as assigned or required

If interested in applying, please email cover letter and resume to jessica@rbtl.org.

*If you require a reasonable accommodation to complete the application process, participate in the interview, or perform the essential functions of this position, please contact (585) 325-7760, or mail@rbtl.org.
RBTL is an Equal Employment Opportunity Employer.*