



JOB POSTING FOR:
Marketing & Promotions 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: Chief Revenue Officer

WORKS CLOSELY WITH:

Communications Coordinator, Digital Marketing Coordinator, Box Office, Education and Administrative 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: RBTL is seeking a highly motivated, self-starting Marketing & Promotions Coordinator, with strong marketing expertise and a proven instinct for generating audience interest, community engagement, and sales. This individual will bring creative ideas to life for the West Herr Auditorium Theatre, the West Herr Performing Arts Center, and the Rochester Broadway Theatre League (RBTL), through compelling campaigns, partnerships, promotions and events.

RBTL's Marketing Department is highly collaborative and gives team members the opportunity to help establish goals, shape direction, and take initiative in bringing strong ideas to successful implementation. The ideal candidate will thrive in an environment that values creativity, accountability, teamwork, and independent problem-solving. Success in this role will be measured by the ability to translate smart, creative marketing activity into stronger awareness, increased revenue, and sustained ticket-sales growth.

QUALIFICATIONS & ATTRIBUTES: Bachelor's degree in Marketing, Business Administration, Communications, or similar preferred. Minimum of 3 years relevant experience desired. Must be proficient in Microsoft Office. Demonstrated marketing knowledge and sound promotional judgment. Strong written and verbal communication skills, with the ability to craft clear, interest-generating messages. Working knowledge of television, radio, digital, print, and social media channels. Ability to build productive relationships and coordinate effectively with external partners. Resourceful, proactive, organized, and comfortable taking ownership from concept through implementation. Results-oriented mindset with a focus on measurable increases in revenue, audience engagement, and ticket sales. Ability to perform both independently and in a group setting.



KEY RESPONSIBILITIES INCLUDE (BUT ARE NOT LIMITED TO):

- Develop and execute creative marketing and promotional initiatives that build awareness, generate traffic, and increase all sales targets of the business.
- Create engaging campaign concepts, messaging, promotions, and events for RBTL programs and performances and venue experiences.
- Build relationships and collaborate with media outlets, community partners, vendors, and other outside organizations to expand reach and drive revenue.
- Manage advertising budgets and support integrated campaign placement across television, radio, digital, print, and social media.
- Act as liaison between national Promoters/Presenters and the local market.
- Plan and implement experiential, event-based, and guerrilla marketing activations.
- Track campaign performance and use results to refine strategies and improve outcomes.
- Generate, localize and disseminate creative assets, including point of sale collateral and in-house signage.
- Direct community awareness efforts for both the organization and its shows/events.
- Lead marketing engagements for fundraising events and end of year campaigns.
- Participate in company-wide initiatives; fundraising events, client engagements, pre-show and/or post-show events, open houses, educational programming, festival booths and other special events.
- Other duties as assigned or required.

If interested in applying, please email cover letter and resume to mail@rbtl.org with "Marketing Coordinator Application" in the subject line.

*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.*