

## THE LAGUNA PLAYHOUSE – Marketing Coordinator

<b>Reports to:</b>	Executive Director
<b>Position Status:</b>	Full time, Regular, Non-Exempt
<b>Salary:</b>	\$45,000 or Commensurate with Experience
<b>Benefits:</b>	Medical & Dental (Shared Expense); 401K; Paid Vacation & Sick Leave; Paid Holidays
<b>Application:</b>	Cover letter must accompany resume submission

**About Us:** Laguna Playhouse, a nationally acclaimed, non-profit, professional theatre located steps away from the Pacific Ocean in the charming arts colony of Laguna Beach, CA seeks a full-time Marketing Coordinator. Working closely with the Marketing/Media Manager, and reporting to the Executive Director, the Marketing Coordinator will be responsible for maintaining the Playhouse website and coordinating all marketing materials, including press and promotional materials.

**About the Position:** The Marketing Coordinator role is highly collaborative and provides vital administrative support to the entire organization including such areas as coordinating and distributing collateral materials, advertising and media scheduling, constituent list pulls, e-communications, social media and other duties as assigned.

**About the Culture:** The person most successful in this position will be a detail oriented individual with excellent ability to meet deadlines who is dedicated to helping take the marketing function of a vibrant and growing non-profit theater to the next level. The right candidate will thrive in this warm, welcoming and creative atmosphere that embraces individuality and is artistically fulfilling, forward-thinking and dog friendly! The Laguna Playhouse is dedicated to building an equitable environment that is mixed across lines of difference and strongly encourages applications from Black, Indigenous, People of Color, women, transgender and non-binary candidates. Applicants from populations underrepresented in the theater field are strongly encouraged to apply.

**Qualifications:** The ideal candidate will bring creativity and enthusiasm for helping Laguna Playhouse distribute content to patrons and managing timelines.

- Ability to work well under pressure.
- Excellent verbal and written communication skills.
- Strong organizational, time management and follow-up skills.
- Flexible, interpersonal skills, initiative, a strong work ethic, and the ability to work alone and within a group.
- Team player.
- Schedule flexibility, willingness to work overtime, nights and weekends.

### Responsibilities:

- Maintain website, updating information, images and written content through website.
- Create and distribute e-mail marketing, including surveys, pre-and post-show campaigns and promotional eblasts, through department critical WordFly email marketing solution.
- Pull custom constituent lists, and other marketing information from CRM, Tessitura.
- Review, proof, and edit communication materials and presentations for accuracy.
- Coordinate delivery schedule for all print collateral and other deliverables.
- Generate, proof, update and maintain all visual communications and online content.
- Responsible for collection of information for show programs.
- Coordinates and assists with single ticket marketing strategies including timeline, direct mail, promotions, publications, and collaborations.
- Coordinates and provides marketing support of other Laguna Playhouse departments, specifically Development and Education.
- Manages and maintains excellent working relationships with outside vendors and consultants.

**Physical Requirements of the Position:**

- Employees will be required to provide proof of vaccination as a condition of employment. When providing such documentation, applicants are instructed to omit any additional medical information other than proof of FDA-approved vaccination against COVID-19 infection. Please note any record of applicant vaccination will be maintained as a confidential medical record.

To apply for this position, please send a cover letter and resume to Human Resources under the heading:

Marketing Coordinator Position Application

Cover letter must accompany resume submission

[hr@lagunaplayhouse.com](mailto:hr@lagunaplayhouse.com)