

THE LAGUNA PLAYHOUSE – Marketing Assistant

Reports to: Marketing Manager

Position Status: Temporary, Part-time, expected 20-25 hours/week

Salary: \$23/hour

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 part-time Marketing Assistant. Reporting to the Marketing Manager, the Marketing Assistant will be responsible for maintaining the Playhouse website and coordinating all marketing materials, including press and promotional materials.

About the Position: The Marketing Assistant 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 and forward-thinking. 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.

Responsibilities Include:

- **Create marketing emails:** Develop and distribute email campaigns, including promotional emails, pre- and post-show communications, and event invitations, using WordFly or similar platforms.
- **Maintain the company website:** Update information, images, and written content through Umbraco CMS, ensuring that content remains current and aligned with the production calendar.
- **Manage social media:** Maintain the Playhouse's social media profiles (Facebook, Instagram, Twitter, YouTube, and other relevant platforms). Post engaging content and monitor audience interaction.
- **Upload sales and event information:** Input sales data into the TRG Database and place upcoming events on event listing sites to ensure timely and accurate promotion.
- **Assist with special events:** Help plan and attend marketing events, community outreach programs, and other special events as needed.
- **Coordinate visual content:** Assist in the creation and distribution of photographic and video content suitable for various platforms to enhance our brand visibility.
- **Support online engagement:** Monitor and respond to online communication and inquiries. Help grow our online audience by creating content that resonates with our target demographics.
- **Assist with internal communication:** Review, proof, and edit materials for consistency in messaging.
- **Other duties as assigned:** Provide additional administrative support to the Marketing department as needed.

Qualifications and Attributes:

- Excellent verbal and written communication skills.
- Knowledge of social media management and email marketing tools.
- Familiarity with website content management systems (CMS) like Umbraco.
- Strong organizational and follow-up skills.
- Ability to work independently and as part of a team.
- Flexible and adaptable, with strong time management skills.
- Willingness to work nights and weekends when required.
- Experience in marketing, communications, or a related field.
- Knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator) is a plus but not required.
- Experience in theatre or non-profit organizations is a bonus.

Please email your cover letter and resume to: mosborne@lagunaplayhouse.com.

No hard copy applications will be accepted.

In the subject line of your email, please use the following format:

Marketing Assistant, Laguna Playhouse <Last Name, First Name>