

Marketing Assistant Position Profile

The Laguna Playhouse is seeking a full-time Marketing Assistant with a strong work ethic and a commitment to teamwork. This position reports to the Director of Marketing and Communications and has responsibility to produce various types of content and to oversee our email, website, show programs, and social media accounts. The ideal candidate will have photography and videography skills, as well as strong computer, proofing and grammatical skills.

Responsibilities Include:

- Oversee the Playhouse's social media profiles and presence, including Facebook, Instagram, Twitter, YouTube, LinkedIn, and additional channels that may be deemed relevant.
- Coordinate the upload of marketing material to on-line libraries, internet groups and social media sites.
- Grow our on-line subscriber base and engagement by providing regular, helpful content aligned with our audience's needs and interests. Respond to all on-line communication.
- Coordinate and create shareable photographic content and videography appropriate for specific networks to spread both our brand and our content.
- Write various types of articles on a wide range of topics for our program, newsletters and blog.
- Produce all show programs including assisting various departments with the collection of information, editing and proofing copy as needed, using InDesign, Photoshop and Illustrator to lay out print-ready programs.
- Help plan, coordinate and attend special events, marketing events, receptions, community outreach and other events as needed, including Pride Night events.
- Maintain website, updating information, images and written content through Umbraco CMS.
- Create and distribute e-mail marketing, including template designs, surveys, invitations, pre-and post-show campaigns and promotional eblasts, through department critical WordFly email.
- Pull custom constituent lists, and other marketing information from CRM, Tessitura.
- Review, proof, and edit communication materials and presentations for accuracy and consistency of message.
- Administrative and clerical support.
- Other duties as assigned.

Qualifications and Attributes –

- Excellent verbal and written communication skills
- Knowledge of Adobe Creative Suite or similar technologies.

Moulton Theatre

LAGUNA PLAYHOUSE

606 Laguna Canyon Road

Laguna Beach, CA 92651

949.497.ARTS (2787)

lagunaplayhouse.com



- Strong organizational and follow-up skills.
- Flexible, interpersonal skills, initiative, a strong work ethic, and the ability to work alone and within a group; team player.
- Strong organization and time management skills.
- Schedule flexibility, willingness to work overtime, nights and weekends.
- Theatre experience, knowledge of theatre and non-profit experience a plus.

Please email your cover letter and resume to: dirwin@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>

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