

DreamWrights Center for Community Arts

Job Title: Marketing Coordinator

Classification: Part time, not more than 20 hours per week

Position Summary:

Under the direction of the Executive Director, effectively communicate the mission of DreamWrights to the public, donors, and volunteers. Execute marketing strategies to maximize brand awareness and promote the organization's programming and financial development activities.

Responsibilities:

Communications

- Develop and implement the organization's communications/marketing plan and revise, as necessary.
- Effectively communicate the message of DreamWrights to increase participation, ticket sales, and donors.
- Develop, maintain, oversee, and track active online presence and activity: website, Facebook, Instagram, Twitter, e-messaging.
- Effectively capture the ongoing flow of ideas into usable content for promotions.
- Coordinate the preparation of the monthly e-newsletter.
- Contribute ideas to keep DreamWrights' volunteers informed and involved.
- Create and monitor Sign-up Genius pages for auditions and volunteer opportunities.

Marketing/Promotions:

- Create promotional materials for productions, camps/classes, and fundraising events: Season brochures, Summer camp brochures, Show posters and playbills; Fundraising, Special events and Fund Development materials; Member newsletters, emails, show reminders/promotions and thank you emails; Promotional slides for display on lobby monitor during shows and events.
- Represent DreamWrights at events and fairs in the community.
- Evaluate image of organization and suggest ways to improve, refine, and refresh DreamWrights' "face" to the public.

Advertising/Publicity:

- Write and distribute press releases and publicity photos.
- Create and promote "newsworthy" story angles.
- Post shows and events in area calendars and publications.
- Work with directors to create publicity shots for each production.
- Secure and manage paid and donated advertising schedules in newspaper, radio, TV and online.
- Secure advertisers, ad copy, and payment for annual DreamWrights playbill ad campaign.

General Operations:

- Attend staff and pertinent committee meetings.
- Track and report revenues and expenses related to advertising and marketing.
- Adhere to DW by laws, policies, and procedures.

Qualifications

Education and Experience: Bachelor's degree in Marketing or Communications or equivalent of two years or more of relevant work experience in the field.

Key Competencies:

- Strong computer skills with knowledge of Microsoft Office products.
- Proficiency with website design in Work Press.
- Experience in running effective social media campaigns for businesses.
- Excellent written and verbal communication skills.
- Focused, organized, and able to work with a wide variety of personalities.
- Ability to work in a collaborative learning environment that emphasizes the creative process as well as the final product.
- Familiarity or willingness to learn Arts People ticketing, registration and database system.
- Familiarity with theatre a plus.
- Familiarity with html a plus.
- Familiarity with York's non-profit community a plus.

WORKING CONDITIONS

Some evening and weekend work required.

| ADA - CHECKLIST FOR PHYSICAL ACTIVITIES & REQUIREMENTS, VISUAL ACUITY, AND WORKING CONDITIONS OF THE POSITION | |
|--|---|
| 1. | <i>The physical activity of this position.</i> |
| A. | <i>Climbing. Ascending or descending ladders, stairs, ramps, using feet and legs and/or hands and arms.</i> |
| B. | <i>Stooping. Bending body downward and forward by bending spine at the waist.</i> |
| C. | <i>Kneeling. Bending legs at knee to come to a rest on knee or knees.</i> |
| D. | <i>Crouching. Bending the body downward and forward by bending leg and spine.</i> |
| E. | <i>Reaching. Extending hand(s) and arm(s) in any direction.</i> |
| F. | <i>Standing. Particularly for sustained periods of time.</i> |
| G. | <i>Walking. Moving about on foot to accomplish tasks, particularly for long distances or moving from one work site to another.</i> |
| H. | <i>Pushing. Using upper extremities to press against something with steady force to thrust forward, downward, or outward.</i> |
| I. | <i>Pulling. Using upper extremities to exert force to draw, haul or tug objects in a sustained motion.</i> |
| J. | <i>Lifting. Raising objects from a lower to a higher position or moving objects horizontally from position-to-position maximum of 25lbs.</i> |
| K. | <i>Fingering, picking, pinching, typing or otherwise working, primarily with fingers rather than with the whole hand as in handling.</i> |
| L. | <i>Grasping. Applying pressure to an object with the fingers and palm.</i> |
| M. | <i>Feeling. Perceiving attributes of objects, such as size, shape, temperature, or texture by touching with skin, particularly that of fingertips.</i> |
| N. | <i>Talking. Expressing or exchanging ideas by means of the spoken word. Those activities in which they must convey detailed or important spoken instructions to other workers accurately, loudly, or quickly.</i> |
| O. | <i>Hearing. Perceiving the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication, and to make the discriminations in sound.</i> |
| P. | <i>Repetitive motion. Substantial movements (motions) of the wrists, hands, and/or fingers.</i> |

| | | |
|-----------|----|--|
| 2. | | <i>The physical requirements of this position.</i> |
| | A. | <i>Medium work. Exerting up to 50 pounds of force occasionally, and/or up to 30 pounds of force frequently, and/or up to 10 pounds of force constantly to move objects.</i> |
| 3. | | <i>The visual acuity requirements including color, depth perception, and field vision.</i> |
| | A. | <i>The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading; visual inspection involving small defects, small parts, and/or operation of machines (including inspection); using measurement devices; and/or assembly or fabrication parts at distances close to the eyes.</i> |
| 4. | | <i>The conditions the worker will be subject to in this position.</i> |
| | A. | <i>None. The worker is not substantially exposed to adverse environmental conditions (such as in typical office or administrative work.)</i> |