

Sales & Marketing Associate Job Description

Department: Sales and Marketing

Reports To: Sales & Marketing Manager

Summary:

Northern Stage in White River Junction, VT seeks a Sales & Marketing Associate. Northern Stage is a LORT D regional professional theater, producing 6 main stage shows, 4 educational productions, and 4-6 other events year-round. The Sales & Marketing Associate reports directly to the Sales & Marketing Manager, and serves as the company's primary Box Office representative.

Coordinating with the Sales & Marketing Manager this position is involved in sales and marketing efforts including building events and reports in our CRM database, overseeing all social media accounts, and ensuring Northern Stage messaging is consistent across the board. This position is also responsible for the full customer experience, engaging and stewarding patrons at every point of encounter with the organization. This is a mid level, full time position that works nights and weekends as the schedule requires.

Due to COVID-19, the responsibilities for this position are outside of the normal scope of work as we make our way back to full operation. The health and safety of Northern Stage employees is and will continue to be our top priority.

We highly encourage folks who are Black, Native or Indigenous, People of Color, Queer or Trans, Poor or Working Class, Disabled, Young, Elderly, and/or who speak English as a second language to apply.

Responsibilities Include:

- Knowledge of company schedule and event calendar
- Execution of design print materials and advertisements
- Assistance with marketing emails to both targeted groups and monthly e-newsletters to send to more than 13,000 people
- Drafting and proofing press releases, radio spots, and social media posts
- Management of playbill ad sale campaigns
- Maintenance of the website and social media campaigns in consult with Sales & Marketing Manager
- Ensuring the cleanliness and integrity of CRM database
- Creation of events, subscriptions, and reports in CRM database
- Coordination of group sales and student matinees

- Communication as the Access Coordinator, answering questions about access services that Northern Stage offers and coordinating access initiatives
- Working with NS staff and collaborating organizations to keep marketing language and production information accurate and consistent
- Responding to patron email requests and tracking patron comments on social media
- Archiving marketing materials, photos, local newspaper clippings, and articles as requested by Sales & Marketing Manager
- Participation in company-wide calling campaigns

Qualifications:

- Excellent communication and writing skills
- Ability to work well independently and in collaboration with others
- Ability to take initiative, prioritize, multi-task, and work efficiently and accurately with attention to detail.
- Proficient in InDesign and PhotoShop
- Experience with WordPress, Mailchimp, and PatronManager CRM; or comparable programs a plus
- A friendly attitude and passion about live theater
- Box Office or customer service experience a plus
- Social media marketing experience a plus

The Sales & Marketing Associate

This is a year round, full time, salaried position. Compensation is competitive and commensurate with experience. Northern Stage housing (studio or two bedroom apartment) may be available to rent if desired.

To apply, please send cover letter, resume, and three professional references in PDF format to Ryan Klink, Sales & Marketing Manager at rklink@northernstage.org.