



MARKETING DIRECTOR AT EAST VALLEY CHILDREN'S THEATRE

Description:

The Marketing Director would be responsible for promoting all the activities at East Valley Children's Theatre.

Purpose and Impact:

An effective marketing plan is essential to our success. Having an important mission does our organization no good if people don't know about it. Communication is the link to the community to make people aware of our existence and what we do for youth.

Scope of Work:

The Marketing Director would utilize current marketing plan to determine the best "bang for our buck"; coordinate and delegate email blasts, mailing list updates, newsletters; formulate and distribute press releases; and give monthly reports to the Board.

Skills and Attributes:

The Marketing Director needs to possess expertise in marketing strategies, be creative and outgoing, "think out of the box", have an assertive personality, love working with others and be prompt with media deadlines. A background in journalism and photography skills would be an asset.

Timeframe/Schedule:

We would ideally like to have the same person for one season, 9-12 months; hours would be flexible.

Work Environment:

This individual would get to work with collaborative people and committed volunteers, and have an office space available with internet access and laptop.

Work Space:

Work could be done on the office laptop or at home. Work hours are flexible.

Transportation:

Our office location offers abundant free parking, and is conveniently located on bus lines, with direct connections to the light rail and the Superstition Springs Transit Center. Our office is ADA accessible.

Benefits:

The theatre would supply free theatre tickets, networking opportunities with other organizations, a close working relationship with the Artistic Director and other volunteers, and a great experience to add to any resume.