

# THEATER WORKS HARTFORD

## Position Description

Job Title: **Marketing Associate / Creative Content Manager**

Department: Marketing

Reports To: Director of Marketing and Communications

Start Date: As soon as available

Classification:

FLSA Status: Salaried, Exempt

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### About TheaterWorks Hartford:

Innovation, Ingenuity and Intimacy

**TheaterWorks Hartford** (TWH) presents contemporary American Theater to an audience of 36,000 in the heart of Connecticut's capital city. TWH takes pride in its agility and resilience turning this past year's pandemic into an opportunity to pivot programming while remaining committed to important storytelling. Since 1985, TWH has continuously produced quality live theater. During the pandemic, when many theaters struggled to find a way forward we persisted, producing a full season of new, innovative, virtual work.

Located in downtown Hartford, TWH owns its building – an amazing resource that provides financial stability and a space to create. Led by Producing Artistic Director Rob Ruggiero, the theater presents 5-6 productions per year in its 188 seat venue. TWH brings some of the most exciting plays, playwrights and creative teams to share the intimacy of its modified thrust, which serves as a unique “hug” to the shared humanity on stage and in the audience. TWH has produced many Broadway hits including: American Son, Next to Normal, Ella: Off the Record, and High. In 20/21, TWH developed a digital membership hosting new works, unique digital productions, concerts and other content. This past year brought new collaborations with some of the most important theater makers in America including Sarah Gancher, Jared Mezzocchi, Harrison David Rivers, Mei Ann Tao, Awoye Timpo, James Anthony Tyler among others.

**Mission Statement:**

To produce high quality, contemporary theater that is relevant to their audiences, engages a diverse community, and provides insight into the human experience.

**Diversity and Inclusion Statement:**

*Reflect. Listen. Name. Act. Come Together.*

This is the framework we are using to pursue a more just and equitable workplace. With respect we challenge the way “things have always been done” as we reach for a place that takes into consideration all perspectives and points of view. We listen and respond (a core tenant of good theater) acknowledging that we must include all of humanity in our collaborations. We not only name the places where work must be done, we act in accordance with these discoveries, keeping a diverse company in our sites as we shift and grow. But most importantly, we stand by the purpose of theater as a coming together – and we use that as our north star as we work towards becoming a more diverse, inclusive and equitable organization.

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**Summary of Position:**

As a vital member of the marketing team at TheaterWorks Hartford (, the **MARKETING ASSOCIATE / CREATIVE CONTENT MANAGER** is accountable for many facets of marketing efforts created by the theater. This team member is responsible for developing graphic and visual communications that support the theater’s programming and operations. This person should be a visual storyteller excited to support overall marketing goals through visual and written communication across all media. This is an early career to mid-management position (dependent upon candidate’s experience) that provides growth and learning in a creative environment. This individual will have a good understanding of brand standards, design and color theory, graphic elements, and typography in the creation of electronic communications and social media campaigns as well as manage elements of the theater’s website and generate print materials.

**Key Relationships:**

- Director of Marketing and Communications
- Marketing Consultants
- Director of Audience Services
- Artistic Producers

Producing Artistic Director

***TWH's Marketing Associate / Creative Content Manager:***

- Will understand and maintain proper usage of brand voice for marketing, PR and social media while creating fresh challenging content.
- Work in tandem with the Director of Marketing to execute plans and create content to reach key external audiences.
- Will have strong project management and technical skills, as well as strong written and oral communication skills with a keen focus on detail.

***Essential functions of the position:***

Generate Creative Content – create, design and edit a wide range of materials; emails, web/social media ads and banners, including print media while adhering to brand guidelines.

- Schedule, design, and build weekly eblasts (Adobe Creative Suite and Mail Chimp).
- Schedule, design, build and execute social media strategy consistent with brand, sales and business objectives.
- Create ads for media buys (Adobe Creative Suite).
- Generate / resize appropriate graphic assets for website, media buys and social media.
- Update and maintain TWH website content, copy, and graphics (Adobe CS and WordPress).
- Build press kits.
- Create show programs (In Design).
- Update TWH style guides.
- Help design and maintain a Digital Asset Management system.
- Work closely with the Director of Marketing and outside consultants to develop and manage integrated marketing initiatives, including email, website, search

engine marketing, social media, and emerging platforms to ensure marketing efforts meet engagement and ticket sales goals

- Be an active member of the creative team coordinating with other departments to brainstorm, plan, and implement campaigns that meet the theater's needs and contribute to a highly visible marketplace presence
- Analyze email data breaking down analytics into actionable insights, tracking and reporting.
- Other duties may be assigned upon review with the employee and their supervisor in response to unforeseen or unknown developments.

**Required Education and Experience:**

- Visual storyteller with a commitment to producing high-quality work.
- 2-4 years experience and/or training required in Graphic Design.
- Strong technical skills in graphic design software. (Proficiency across Adobe CSS).
- Excellent time-management skills and the ability to juggle multiple projects.
- Able to function independently and within a team with patience, flexibility, and a positive attitude.
- Excellent written, verbal communication and interpersonal skills with an attention to detail.
- Proficient in Microsoft Office.

***BONUS POINTS***

- Familiarity with WordPress.
- Familiarity with Patron Manager or other CRM systems.
- Interest in video / photography and familiarity with Final Cut Pro X.
- Experience in performing arts or entertainment.
- Experience with email marketing software.
- Experience creating social media ads.

***JOB-TYPE: FULL TIME***

With an expectation to be available during business hours, but can work a flexible schedule as needed. If local, presence at programming might be useful.

### ***BENEFITS***

- Medical / Dental / Vision insurance
- Disability insurance
- Flexible schedule
- Life insurance
- Paid time off
- 401k

### ***COVID-19 CONSIDERATIONS***

- We follow all CDC and State guidelines.

### ***WORK LOCATION***

- This position could work remotely for the right candidate. Local presence negotiable.

***COMPANY WEBSITE*** [www.twhartford.org](http://www.twhartford.org)

### **To Apply:**

Please send resume, cover letter and references to [info@twhartford.org](mailto:info@twhartford.org) and type **Marketing Associate Search** in the subject line. **Please provide an online link to portfolio/samples for consideration.** Search will remain open until the position is filled. No phone calls please. TheaterWorks Hartford is an equal opportunity employer.