

Marketing Associate

The Marketing Associate supports the sales and promotional efforts of the Marketing team, with an emphasis on The Public Theater's e-mail marketing strategy and website. This position reports to the Associate Director of Digital Engagement.

The Public is a cultural institution dedicated to upholding principles of diversity, equity, and inclusion. The ideal candidate must be willing to investigate how those principles apply in the context of marketing and communications.

Responsibilities:

E-mail Marketing And Website Support – 70%

- Support the Associate Director of Digital Engagement in maintaining the departmental communications calendar, including but not limited to internal e-mail blasts, paid external email blasts, social media, and donor communications. Work with Marketing Managers and outside promotional partners to schedule for e-mail inclusions.
- Email Marketing: Draft, build, and deploy all emails for The Public. Responsible for generating templates in Wordfly as well as Dreamweaver.
- Data Hygiene: Troubleshoot e-mail issues and update patron contact records as needed.

Administrative Support – 30%

- Maintain the calendar of the Senior Director and Director, as well as facilitate meetings with other departments.
- Assist Associate Director with budget reconciliation and finance tracking
- Assist with special projects and press events that may occur outside of regular business hours (photo shoots, opening nights, etc.)
- Assist with general administration needs of the department (archiving materials, errands as needed, ordering office supplies, etc.)

Requirements:

Bachelor's degree or equivalent preferred, as well as 1 year of directly related experience. Interesting in arts and culture preferred. We are seeking a self-starter with impeccable time management and organizational skills who can manage multiple deadlines amidst constantly shifting priorities.

Please send resume and cover letter to jobs@publictheater.org