



**Title:** Marketing Associate

**Department:** Marketing and Communications

**Position Status:** Regular Full-Time, Non-Exempt

**Effective Date:** Upon Hire

**General Description:**

The Marketing Associate reports to the Director of Marketing and Communications and is responsible for project management of all electronic and print materials inclusive of email and banner campaigns, social media advertising (Facebook, Instagram, Twitter) posters, flyers, and postcards. The position assists with external communications and contacts including media representatives, vendors, and collaborating organizations. The Marketing Associate is also responsible for maintaining the media and publication archives and calendars, organizing all institutional and promotional events, and works closely with all departments in the coordination of marketing and public relations activities.

**Essential Duties and Responsibilities:**

- Administer annual media plan ensuring projects are delivered in a timely manner.
- Social media, newsletters, PR, emails and advertising copy writing.
- Manage the production and distribution of marketing collateral (electronic and print), including writing, proofing, and coordinating approvals.
- Maintain social media topic schedule, manage posts and answer inquiries from social media followers.
- Create, monitor and optimize Google Adwords campaigns.
- Oversee promotional activities including ticket giveaways, special marketing events, backstage tours, and season ticket holder benefits.
- Assist in developing and maintaining external marketing partnerships.
- Maintain publicity archives including news articles, video clips, photographs, playbills, cast lists, and other advertising materials.
- Serve as institutional coordinator for all front-of-house activities at promotional and special events.
- Coordinate OBT website updates with graphic designer.
- Coordinate and attend OBT functions and special events as required.
- Work with other departments to meet their marketing needs- inclusive of the OBT School, Outreach, Production and Development departments.

- Other projects as assigned.

**Qualifications:**

- Ability to organize, analyze, and clearly communicate strategies with internal and external stakeholders.
- Ability to maintain an orderly historical record of materials.
- Skilled in use of computer software for data management, word processing, contact management and spreadsheets.
- Experience in advertising, mobile, social media and email campaigns.
- Familiarity with HTML and working in a content management system (WordPress).
- Knowledge of social media best practices.
- Knowledge of general/consumer marketing strategy, campaign execution and branding.
- A “doer” who can work collaboratively across departments in a fast paced work environment.
- Previous performing arts experience is a plus.

**Education & Work Experience:**

- Bachelor’s degree in marketing, communication, or related field.
- Three years of similar experience in marketing and communications with track record of achieving goals, preferably in the performing arts.
- Background in dance administration or a strong personal interest in dance preferred.
- Proficiency in Microsoft Office Suite of products, including Word, Excel, and PowerPoint.
- Proficiency with Adobe Photoshop and InDesign, Mail Chimp, Survey Monkey, or similar programs.

**Physical Requirements & Working Conditions:**

- The working environment is in an office or theater. The work hours are daytime with some weekend and evening work required. The position requires a valid drivers’ license, access to a vehicle for travel between work locations, and some light lifting (10-30 lbs.), bending, twisting, and fingering.

**Application Guidelines:**

- Applications must include a Cover Letter, Resume/CV, and three writing samples.

*Oregon Ballet Theatre is an equal employment opportunity employer. Our policy is to make all employment-related decisions without regard to an employee's race, color, creed, religion, age, national origin, marital status, mental or physical disability, sexual orientation, or any other basis prohibited by local, state or federal law. This policy applies to all personnel activities including employment, promotion, compensation and termination.*

*Oregon Ballet Theatre does not tolerate sexual harassment of any employee by another employee, supervisor, vendor, or customer for any reason.*