**Marketing Associate**

San Francisco Playhouse is the second-largest nonprofit theatre company in San Francisco. Now in our 20th Season, we have grown from a tiny storefront to our current 200-seat theatre near Union Square. We are powered by a small but mighty team of energetic and innovative theatre lovers. Founded in 2003 as a 501(c)3 not-for-profit theatre company, our programming includes a six-play mainstage season and a three-play Sandbox Series of world premieres, plus a Rising Star Education Program for high school students. Refer to our website, [sfplayhouse.org](http://www.sfplayhouse.org), for more information on our company.

The marketing department is responsible for generating interest and ticket sales for San Francisco Playhouse productions (plays and musicals); promoting season subscription offerings (memberships), and generating, editing, and approving all external communications. The marketing associate is an integral part of the marketing team and is the point person for **community outreach & partnerships**, **social media**, and **email marketing** campaigns.

**As of:** October 20, 2022

**Hours:** 24 – 32

**Compensation:** $25/hr.

**Status:** Part-time, Hourly, Non-exempt

**Location:** Remote (company based in San Francisco, CA)

**The Marketing Associate reports directly to the Marketing Director.**

**Responsibilities include:**

* Manage social media and maintain content calendars for platforms including Facebook, Twitter, Instagram and more.
* Develop community outreach targets (including local organizations, interest groups, businesses, associations) and coordinate partnerships, invitations, and offerings
* Help maintain the company’s WordPress-based website (HTML/CSS not required), keeping up with quickly moving requirements across departments
* Assist with digital, out-of-home, and print advertising placement by sourcing and communicating with vendors
* Manage email lists and draft, design, and edit email campaigns in Mailchimp
* Assist in development of creative assets; design and manipulate graphics with Photoshop, Illustrator, and other graphic design software.
* Analyze sales trends using Excel, VBO, Google Analytics, and other software
* Maintain the marketing calendar and send reminders to appropriate parties regarding due dates
* Assist Marketing Director with all marketing campaigns as needed

**Qualifications:**

* Experience managing social media account(s), including successful planning, execution, and optimization
* Proficiency with Adobe Photoshop and/or Illustrator, with capability to create marketing imagery including social posts, email headers, website graphics, etc.
* Adept in using Excel to analyze and manipulate customer datasets.
* Proficiency with Mailchimp (preferred), Constant Contact, or other similar email marketing platform.
* Good judgement for what will work and get traction in the digital space – you have ideas for content that can break through and get attention online.
* Willingness to explore new areas, and a curiosity for all aspects of the theatre
* Outgoing personality, with the drive to communicate with patrons, local businesses, and organizations to build lasting partnerships and grow our audience
* A self-starter with the ability to use creative skills to generate ideas and follow through with execution
* BA/BS degree required, with a preference for candidates with a marketing background
* Strong written and verbal communication skills
* A passion for theatre and the performing arts