



POSITION: Marketing Associate

REPORTS TO: Marketing Director

CLASSIFICATION: Full Time/Non-Exempt/Hourly – Pay commensurate with experience.

POSITION DESCRIPTION: The Marketing Associate assists in developing and implementing marketing and sales tactics serving as support to the Marketing Director to achieve the company's marketing, advertising, and public relations goals, while providing support to patron services and front of house.

Primary Duties and Responsibilities:

Marketing/Public Relations

- Fulfill specific organizational graphic design needs
- Work with printing and mailing vendors on various projects
- Manage and execute social media tactics (Facebook, Instagram, Twitter, etc.)
- Write copy and design creative for collateral materials, advertising, show programs, etc.
- Create and program e-blasts per the marketing calendar
- Maintain up-to-date archives of press and advertising clippings; maintain photo archive
- Photograph rehearsals and other events as needed for TLD
- Support the process for selling program and tickets ads for all TLD productions
- Maintain working knowledge of email marketing system
- Assist in the management of the TLD website
- Create and distribute surveys to patrons
- Provide support for development-related activities
- Other duties as assigned.

Sales and Customer Service

- Assist in use of CRM software (Salesforce Patron Manager) to implement marketing needs (i.e. creating subscription packages, individual show seat maps, various reports, e-blasts, patron profiles, etc.).
- Serve as support to Box Office to sell season tickets and single tickets to patrons.
- Provide support to Front of House Manager

Required Skills and Qualifications:

- Education: Bachelor's Degree required

- Experience: Minimum 3 years of marketing/communications experience, preferably in the performing arts or with a nonprofit organization.
- Strong customer service ethic; professional, pleasant, empathetic demeanor
- Knowledge of Patron Manager software highly desirable
- Knowledge of performing arts highly desirable
- Knowledge of the Adobe Suite and Microsoft Office Suite
- Graphic design knowledge and skills
- Attention to detail
- Excellent verbal and communication skills
- Proficient computer skills
- Strong organizational skills

About Theater Latté Da

Founded in 1998, Theater Latté Da (TLD) is entering its 22nd season of presenting original and re-imagined musical theater. Theater Latté Da seeks to create new connections between story, music, artist, and audience by exploring and expanding the art of musical theater. TLD is dedicated to expanding the American Musical Theater with work that speaks to a contemporary audience. Theater Latté Da has fostered innovation and diversity since its conception. We believe in work that is bold and collaborative; we act with integrity and gratitude. These values are integral to the organization's health and drives the discussion at every stage of decision-making. Through productions that transcend the conventional, the organization helps solidify the Twin Cities' reputation as a place where progressive art plays a vital role.

Since 1998, TLD has performed in venues throughout the Twin Cities, ranging from the intimate 120-seat Loring Playhouse to the Pantages Theater in downtown Minneapolis. To deepen our relationship with Twin Cities audiences and to better reach the communities we serve, Latté Da decided to make a permanent home in northeast Minneapolis. In 2016, TLD became the proud owner of the historic Ritz Theater, a 234-seat theater with administrative offices, rehearsal space, dressing rooms, and box office.

The statements contained herein reflect the principal function and most significant duties of the job, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

How to Apply

Please email resume, cover letter, and portfolio to hire@latteda.org with "Marketing Associate" as the subject line. In the cover letter, please describe what you can contribute to Theater Latté Da in the Marketing Associate role. No phone calls please.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, protected veteran status, or status as an individual with disability.

3/1/2019