

FREIGHT & SALVAGE

TITLE:	Digital Marketing Coordinator
REPORTS TO:	Director of Marketing and Communications
SUPERVISES:	None
EMPLOYMENT TYPE:	Part-time (32 hours), non-exempt
LOCATION:	Hybrid (some on-site)
SCHEDULE:	Flexible, but generally M-F, 9am-5pm PT
BENEFITS:	Medical & Dental, 403(b) Retirement Plan, FSA, etc.
SALARY RANGE:	\$27-\$29/hr (DOE)

POSITION OVERVIEW

The Digital Marketing Coordinator is an integral part of the three-person Freight & Salvage Marketing team that supports all digital functions and initiatives to reach both established and new audiences. Reporting to the Director of Marketing and Communications, the Digital Marketing Coordinator's primary responsibilities are managing the website, email communications, and social media. Additionally, this role assists in developing overall marketing strategies, communicating with artists and their teams regarding marketing materials, sourcing and/or creating digital marketing materials, streamlining digital marketing production, and handling a variety of other general marketing activities. The Digital Marketing Coordinator is a part-time position with a typical work schedule of 9-5, Monday through Friday, although occasional weekend and evening work is anticipated.

RESPONSIBILITIES

Website (25%)

- Upload and maintain content on the Freight's website
- Coordinate third-party back-end fixes and updates to ensure website functionality
- Assist with monitoring Google Analytics and report on trends and data
- Optimize website backend for SEO
- Source and/or create digital assets for website

Email Marketing (25%)

- Collaborate with marketing team to develop and implement email communication strategies
- Design and deploy a variety of standing and as-needed Marketing emails
- Generate targeted lists & extractions for Marketing emails

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- Track, evaluate, and report on Marketing email campaign results
- Support email communications efforts for other internal departments (Programming, Development, Finance, Education, Concessions, Box Office, and House Management)
- Coordinate email communications schedule with all departments
- Build materials for email cross-promotions with outside organizations

Social Media (25%)

- Collaborate with marketing team to develop and implement social media strategies
- Manage the Freight's social media platforms
- Execute organic and paid social media campaigns
- Track, evaluate, and report on organic and paid social media campaign results
- Cultivate or create content and assets for use in social media posts
- Coordinate advertising access from artist social media accounts
- Build materials for social media cross-promotions with outside organizations

Marketing Support (10%)

- Collaborate with Marketing team to develop and implement organizational Marketing strategies
- Assist with building and coordinating digital marketing & digital partnership campaigns
- Work with artists teams to gather content and ensure content is accurate and up-to-date
- Maintain artist assets and promotional materials within our internal file system

Tessitura Coordination (10%)

- Create segmented lists and extractions for use in email marketing campaigns
- Perform data analytics, create, and run reports
- Coordinate TNEW updates for shows and events
- Support data flow to and from third-party applications

Organizational Engagement (5%)

- Attend and participate in all-staff and departmental meetings
- Assist with the creation and deployment of various Marketing efforts at the venue
- Identify, propose, and participate in professional development opportunities

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SKILLS, KNOWLEDGE & ABILITIES

Required

- Experience with web Content Management Systems such as WordPress, Drupal, Joomla, etc.
- Experience with email marketing platforms such as WordFly, Mailchimp, Constant Contact, etc.
- Extensive knowledge of and experience working in the current social media landscape
- Experience with enterprise Customer Relationship Management software such as Tessitura, Salesforce, Zoho, etc.
- Working knowledge of basic design applications such as Photoshop, Illustrator, etc.
- Experience with project management tools such as monday.com, Trello, Asana, etc.
- Comfortable in fast-paced, deadline-oriented environment

Preferred/Desirable

- Experience with project management tools such as monday.com, Trello, Asana, etc.
- Able to work on site, as needed
- Experience, appreciation of, and familiarity with performing artists and traditional music

DISCLAIMER

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities and activities may change or new ones may be assigned at any time with or without notice.

EQUAL OPPORTUNITY EMPLOYER STATEMENT

The Freight and Salvage is an equal opportunity employer committed to providing equal opportunity to its employees and applicants for employment without discrimination on the basis of race, religion, gender identity or expression, sexual orientation, age, disability, or any other reason unrelated to ability to perform the position. This policy applies to every

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aspect of employment, including but not limited to hiring, advancement, transfer, demotion, termination, compensation, benefit, training and working conditions.

TO APPLY

Please submit a resume and cover letter to Seth Macari (Director of Marketing and Communications) at seth@freightandsalvage.org. Applicant materials will be reviewed on a rolling basis until a candidate is selected.