



Marketing Outreach Coordinator

Full-time (exempt)

Reports To: Senior Marketing Manager

Be part of the fast-paced world of the performing arts while making an impact working for the premier professional non-profit theatre company in Arizona. We are searching for a driven, detail-oriented marketing outreach coordinator to create and maintain relationships with consumers, patrons, organizations, and businesses. The Marketing Outreach Coordinator will update existing material, generate original content, and identify new ways to reach the local community.

This front-facing position focuses on appealing to current patrons and potential theatre supporters' interests through community engagement. Ultimately, an exceptional Marketing Outreach Coordinator will promote collaboration between internal stakeholders and the community at large. The Marketing Outreach Coordinator is responsible for representing Arizona Theatre Company (ATC) in the community, at events, and festivals. A self-starter with a passion for connecting the theatre to the community while creating strategic alliances.

A key focus of this position is the overall responsibility for coordinating marketing efforts, aligning marketing initiatives, creating and nurturing strategic alliances within the community, supporting the marketing team, and assisting with marketing materials. This role coordinates community engagement efforts and assists in the development of the overall marketing strategy.

ESSENTIAL FUNCTIONS

- Creates and maintains relationships with consumers, local organizations, and businesses to support single ticket sales and ROI, and further the ATC's reach in the community.
- Represents ATC at events and festivals (includes evenings, weekends, and local travel in Tucson and Phoenix).
- Develops and implements community engagement strategies.
- Creates and executes engaging lobby displays for the Temple of Music and Art and Herberger Theater Center.
- Provides support to Senior Marketing Manager in general marketing functions.
- Arranges email/social trades with community and arts partners.
- Assists and contributes to overall marketing strategy.

QUALIFICATIONS, KNOWLEDGE, SKILLS, AND ABILITIES REQUIRED

- Mid-level marketing experience working both independently and as part of a marketing team.
- Exceptional writing skills.
- Obsessed with defining clear communications.
- Strong ability to learn and adapt quickly.
- Strong ability to present concepts, ideas, strategies, and results.
- Excellent collaborator with cross-functional teams.
- Ability to present creative approach and brand metrics to internal stakeholders.
- Effective delegator for productive resource management.
- Proven ability to manage changing priorities simultaneously.
- Success in managing complex and multi-faceted marketing programs with the ability to drive projects through to completion.
- Strong organizational skills; ability to handle multiple tasks, meet deadlines and manage priorities.

To apply, send resume and cover letter to hr@arizonatheatre.org.