



**POSITION TITLE:** Marketing Assistant

**DEPARTMENT:** Marketing

**CLASSIFICATION:** Full-time

**REPORTS TO:** Director of Marketing, Marketing Associate, and Artistic Director

**LOCATION:** On-site

**ABOUT THE THEATRE:**

The Shakespeare Theatre of New Jersey (STNJ) is one of the nation's oldest, most prestigious, classic theatres, serving thousands of constituents annually through its work on its two stages, and through a large array of education programs.

**MISSION:**

STNJ's mission is two-fold: to bring new, relevant life to the world's classics for a diverse audience; and to use those masterworks to provide transformative experiences on stage and in classrooms. As a teaching theatre, the company is dedicated to using the classics as interdisciplinary teaching tools for artist training and arts education.

**EMPLOYMENT DESCRIPTION:**

The Marketing Assistant is a key player in the Theatre's small but effective marketing department. The creative work of this individual must be able to represent the organization in conjunction with the vision of the Artistic Director. Collaboration is key, and a passion for and background in the arts is required. Given the fast pace and wide variety of programs, the assistant must have the ability to execute impactful marketing materials and social media content in a consistent and timely fashion.

This individual will be responsible for:

- Working with the team to execute both STNJ's short-term and long-term marketing plans and calendars which include the marketing needs of all departments
- Accessing data from STNJ's ticketing database to extract information needed for current and future campaigns
- Aiding the creation of content for all of the Theatre's digital and printed materials; and obtain approval from the Director of Marketing and/or Artistic Director for all content being generated
- Assisting the Marketing Associate in a variety of ways and with a variety of community events
- Aid in seeking new media coverage opportunities
- Aid the Marketing Associate to ensure that the company website is constantly updated and enhanced, and that social media is consistent and in line with STNJ's overall brand
- Help direct sales promotion information to the ticket office to ensure all active promotions remain accurate and relevant
- Aiding the Marketing Associate to work with the artistic and education staff on the scheduling of all press interviews, photo shoots, video recordings, etc.
- Some evening and weekend work is necessary for specific theatre events, including opening nights, press events, and select audience access and engagement programs

**SKILLS AND QUALIFICATIONS:**

- Some prior experience working in not-for-profit arts marketing
- Strong graphic design skills
- Knowledge of Adobe Creative Suite, HTML/CSS, and Constant Contact; experience in these applications is beneficial

- Strong interpersonal and communication skills
- Well-developed creative presentation and writing skills
- Ability to work well both in a team and on individual projects
- Ability to prioritize and multi-task
- Ability to adapt within a fast-paced work environment
- Excellent time management and organizational skills

**COMPENSATION:**

The Marketing Assistant is a full-time, year-round employee, with an annual starting salary of \$32,000. Additional benefits include:

- Compensated federal holidays, vacation, sick, personal and bereavement days
- Group Health, Vision, and Dental Insurance (60% Employer funded) (3-month waiting period)
- Free Life Insurance
- A 403(B) Retirement Fund, including an employer contribution and match (After two-year waiting period)
- Complimentary tickets to select theaters throughout the State of New Jersey
- Employer investment in continued professional development.

**APPLICATION PROCESS:**

Qualified applicants should submit a cover letter, resume, and three references to:

Hiring Department  
The Shakespeare Theatre of New Jersey  
[Employment@ShakespeareNJ.org](mailto:Employment@ShakespeareNJ.org)

***The Shakespeare Theatre of New Jersey has instituted a mandatory COVID-19 vaccination policy for all employees. Proof of vaccination must be provided before beginning work. All employees must agree to adhere to The Shakespeare Theatre of New Jersey's COVID Safety Plan.***

***The Shakespeare Theatre of New Jersey is an equal opportunity employer committed to hiring, supporting, and promoting a diverse and inclusive workforce. Equal employment opportunities are available to all applicants without regard for race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, veteran status, or any other characteristic protected by applicable law. Applicants from historically underrepresented groups in the industry are encouraged to apply.***