

Long Wharf Theatre Job Posting

Social Media and Marketing Associate

Department:	Marketing
Reports to:	Director of Marketing and Communications (DoMC)
Direct Reports:	N/A
Classification:	This is a full-time, exempt (salary) position, eligible for an array of benefits including health & dental insurance.
Compensation:	\$45,000 annually, plus benefits
How to apply:	Please submit resume and cover letter to human.resources@longwharf.org . Please include in the subject line: "Social Media and Marketing Associate."

The Invitation:

Long Wharf Theatre is a gathering place dedicated to producing boundary-breaking theatre with and for its kaleidoscopic communities. We believe that theatre is for everyone, and that art and activism can live side by side. We are committed to building boundary-breaking theatre with, for, and by the greater New Haven community. We are seeking a Social Media and Marketing Associate to lead the creative social media storytelling for the institution and support the marketing team.

The Work Environment and Culture:

The leadership at LWT cares deeply about staff culture and development. Members of the LWT staff are encouraged to engage in courageous conversations within departments and interdepartmentally. There is a belief within the organization that great art comes from great relationships. LWT supports and cares for team members as a reflection of the quality of artistic exploration on our stages.

The Duties (including, but not limited to):

- Capture content to support marketing efforts.
- Plan, create, and send email blasts.
- Coordinate photo/video shoots and other marketing events.
- Website administration and content creation.
- Attend trainings in administrative procedures as required.
- Attend safety trainings as required.

The Skills & Expertise Needed:

- Commitment to working within an organization dedicated to advancing anti-racism, gender equity, and radical inclusion.
- Comfort with cross-departmental collaboration is essential.
- Knowledge of digital marketing and social media best practice, including website and email design and segmentation.
- Understanding of web analytics and site design strategy.
- Excellent proofreading skills and attention to detail.
- Ability to maintain many projects simultaneously, coordinating between multiple external agencies and vendors.
- Ability to successfully meet deadlines.
- Strong organizational skills and the ability to work independently as well as in a team environment. Proactive and self-directed.
- Experience working in WordPress is a plus.
- Graphic design skills are a plus.
- Ability to learn web-based software required for the job and for administrative purposes.
- Ability to use a computer for email, calendaring, spreadsheets, and word processing.
- Provable eligibility to work in the US.

The Experience Needed:

- 1-2 years' work experience in most of the duties listed above.
- Interest in/knowledge of live theatre or the performing arts.

***Full vaccination against COVID-19 is required as a condition of employment.**