



Digital Email Coordinator

The American Theatre Guild is a 501(c)(3) organization and the largest not-for-profit touring Broadway Presenter in the nation. We support Broadway seasons in several markets across the US. Our mission is key to what drives our organization, we are dedicated to providing the experience of live theatre to foster passion, inspire creativity and empower youth within our communities.

Job Duties:

- Create, implement and deploy email marketing campaigns
- Assist with communicating, managing and tracking all email requests and deployment schedules for season and single ticket sales departments.
- Distribute email copy to all internal team members and external marketing members for all phases of approvals.
- Responsible for communicating clearly the strategy behind design choices.
- Ability to work within and create innovative design solutions within email production software, specifically Salesforce Marketing Cloud.
- Responsible for reviewing graphic design of all emails, to maintain a consistent look and brand cohesiveness throughout our markets.
- Assist with external email marketing opportunities with select market box offices and industry associates
- Create marketing (season and single ticket sales) and programming surveys and ensure timely deployment.
- Assist with maintaining accurate email reporting for both season and single ticket campaigns, incorporating basic sales analysis. Revise email campaigns based on findings as needed.
- Assist with in-market initiatives during Broadway engagements which may include press night, publicity tours, grassroots marketing and season ticket outreach.

Requirements:

- Bachelor's degree in Marketing, Advertising, Communications or related field
- 2-4 years of proven email marketing experience in a professional setting

Knowledge, Skills & Abilities

- Experience with Ticketmaster Engage, Salesforce, HubSpot, MailChimp or other email software systems
- Experience with migrating email platforms
- Knowledge of HTML
- Knowledge of Adobe Photoshop, Illustrator, InDesign, and other graphic design software.
- Proficient with Microsoft Office Suite or related software.

- Proficient in Adobe Suite.
- Excellent verbal and written communication skills.
- Excellent organizational skills and attention to detail.
- Thrive in a fast-paced collaborative environment with a high-volume workload often requiring short turnaround times.
- Easily adaptable to ever-changing marketing practices within the Broadway Touring Industry and individual markets' needs.

Working Conditions & Physical Demands:

- The employee is often required to sit and use their hands and fingers, to handle or feel and to manipulate keys on a keyboard for up to 8 hours a day.
- The employee is often required to stand, walk, reach with arms and hands, climb or balance, and to stoop, crawl, kneel, or crouch.
- This position requires working indoors with controllable environmental condition and temperature.
- This position requires the employee to talk and hear. Requires face-to-face discussions with individuals and teams, opportunity to make decisions without supervision, mistakes are not easily correctable and have serious consequences that impact the results of co-workers, customers or the company.
- Vision abilities required by this job include close vision.
- Employee will spend prolonged hours in front of computer screens.

DISCLAIMER: This job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position, and in no way states or implies that these are the only duties to be performed by the employee occupying this position. These duties are subject to change at the discretion of the Management. Employees will be required to follow and perform any other job-related instructions and duties in compliance with Federal and State Laws. All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.