



Email Marketing Associate

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:

- Assist with managing and tracking all email requests and deployment schedules for season and single ticket sales departments
- Responsible for graphic design of all emails, including creating, proofing, revising, and quality assurance, to maintain a consistent look and brand cohesiveness throughout our markets
- Assist with creating the email plan. Help Email Strategist manage and track 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
- Deploy emails in a timely manner consistent with schedules/deadlines
- Responsible for communicating clearly the strategy behind design choices
- Thrive in a fast-paced collaborative environment with a high-volume workload often requiring short turnaround times
- Ability to work within and create innovative design solutions within email production software, specifically Ticketmaster Engagement
- Knowledge of Adobe PhotoShop, Illustrator, InDesign, and other graphic design software
- Assist with external email marketing opportunities with select market box offices and industry associates
- Assist with communicating email schedules and initiatives to internal and external box offices
- Assist with developing and running SMS marketing campaigns.
- 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.
- Ability to interact and communicate professionally with management at different levels, internal and external partners, as well as the ultimate Broadway consumer
- Assist with other related tasks as assigned by the Marketing Team

Requirements:

- Working knowledge of HTML, Salesforce Marketing Cloud and/or Ticketmaster Engagement email platform
- Excellent verbal communication skills.
- Excellent organizational skills and attention to detail.
- Proficient with Microsoft Office Suite or related software.
- 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 conditions 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.

FLSA: Non-Exempt

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 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.