



Digital Marketing Coordinator

The American Theatre Guild is a dynamic 501(c)(3) nonprofit organization and the largest touring Broadway presenter in the nation. We proudly bring the magic of Broadway to fourteen markets across the country! Our mission is the 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. Our passionate team strives to share the transformative power of live theatre with our patrons and nurture the artists of tomorrow.

Job Duties:

- Manage ATGuild websites including hosting services, content updates and UI/UX.
- Research, plan, create, and problem solve for all elements related to ATGuild's websites.
- Collaborate with all ATGuild departments on new technology resources and online functionality, including marketing communications, pixel placements, conversion tracking and software. Additional technology resources may need to be utilized.
- Actively work with venue partners to ensure accurate representation of brand and show content, messaging and ticketing information on venue websites.
- Collaborate with the ticketing department on ticket purchase links, artwork, dates, copy, etc. for all internal and venue partner websites.
- Oversee website analytics utilizing Google Analytics and third-party data. Provide routine reporting to various departments.
- Work with external vendors on digital marketing solutions including pixel placements, QR code creation, sales tracking and analytics.
- Support the auditing of digital campaign spend and performance to ensure campaigns are on track and meeting objectives throughout their duration. Regularly monitor and analyze performance data through various dashboards.
- Oversee the management of Google Grants and Google Ads campaigns, including the creation and optimization of search and display campaigns through the Google Ads dashboard to maximize ROI.
- Other related tasks as assigned by marketing leadership.

Requirements:

- Bachelor's Degree in marketing, advertising, management information systems, or equivalent work experience.
- Experience with HTML, WordPress (or other website software including Wix, Squarespace, Weebly, Webflow), GoDaddy, Google Analytics & Tag Manager, SSL Certificates, and WordPress plug-ins.



- Experience in digital marketing and knowledge of optimization techniques across various digital advertising platforms, including Meta Business Suite, Display, OTT, PreRoll, and Search,
- Degree in Marketing, Advertising, Management Information Systems, or equivalent work experience.
- Follow the policies as stated in our employee handbook
- Ability to multi-task and learn quickly in a fast-paced environment
- Exceptional organizational skills
- Excellent written and verbal communication skills
- Desire to be proactive and innovative
- Ability to effectively communicate cross-functionally with departments

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.

Benefits Include: PTO days, paid holidays, parental leave, SIMPLE IRA contributions and generous employer contributions to health, dental, and vision insurance premiums.

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.