

2NDSTAGE

DESIGN & MARKETING ASSOCIATE

Second Stage Theater seeks a Design & Marketing Associate to serve as a core member of the Marketing team at one of New York's premiere not-for-profit theater companies in a time of exciting expansion. The Design & Marketing Associate is responsible for maintaining, creating and distributing print and digital content pertinent to Second Stage Theater while maintaining a consistent brand across all media, platforms and materials.

ESSENTIAL DUTIES & RESPONSIBILITIES

- Manage social media accounts, brainstorm content idea generation for each production and institutionally, create and maintain content calendar, keep a consistent brand voice
- Create print collateral including: window cards, rack cards, posters, newsletters, invitations, banners, brochures, and select advertisements and front of house collateral
- Maintain the content and media on the 2ST website
- Design mailings such as show and subscription offers
- Schedule and design email blasts to subscribers, donors, and single ticket buyers
- Convert print pieces to be email friendly as needed
- Create print and digital collateral to support Development Dept.
- Collaborate and support Sales & Marketing Associate and Director of Marketing & Communications with subscriptions and single ticket campaigns
- Work with our web developer on website bugs, new capabilities, and new projects
- Coordinate and oversee various marketing events to foster subscriber and audience development

KEY ABILITIES & REQUIREMENTS

- Possess strong communication skills
- A strong working knowledge of graphic design and digital media, and strong organizational skills
- Work efficiently and effectively
- Monitor timelines and deadlines
- Be a team player able to both lead projects and take direction when required
- Be able to handle multiple projects/tasks at one time
- Be a self-starter with the ability to work independently
- Be well versed with Adobe Creative Suite & MS Office & E-blast Communications Platforms
- Be knowledgeable of printing processes and procedures
- Be able to make decisions in a changing environment and anticipate future needs
- Possess strong written, verbal, interpersonal, and presentation skills
- Be comfortable with HTML
- Have a passion for Second Stage's mission

This is a full-time position: Monday-Friday with occasional evenings and weekends required. Generous benefit package including health/dental insurance, paid time off, Summer Fridays, and 401(k) included. This position reports to the Associate Artistic Director and requires availability on some nights and weekends. **Email resume, cover letter, and salary requirements to jobs@2st.com with subject line: Design & Marketing Associate. No phone calls, please.**