
Job Title: Marketing and Advancement Communications Associate

Reports to: Director of Marketing and Sales

FLSA Status: FT Non-exempt

Compensation Rate: \$35,000-\$37,000

Benefits: Medical & Supplemental Insurance, 401k, PTO, Company Recognized Holidays, Barter Partnership Programs & Discounts

Position Summary

Barter Theatre seeks a Marketing and Advancement Communications Associate to be the lead copywriter and interdepartmental project manager for the Marketing/Advancement departments. The ideal candidate will be an organized, focused self-starter with excellent written and oral communication skills.

Responsibilities

- Provide strong project management for marketing and advancement projects and initiatives
- Serve as lead copywriter for the Marketing and Advancement departments
- Manage interdepartmental campaigns and initiatives while assuring cross-communication between all stakeholders
- Assist in ensuring a strong, clear, consistent voice for all Barter communications whether they be internal or external, traditional or digital marketing, or advancement.
- Writing press releases, media invites, and compiling press packets for media outlets and journalists.
- Maintaining press/media contact databases and coordinating interviews.
- Maintaining a detailed calendar of marketing events and deadlines within Asana (Task Management Software).
- Coordinating print materials, and paid advertisements.
- Cross-training on Prospect 2 (Barter's email automation system) to support email campaigns cross-departmentally.
- Proofreading and copyediting support for other Barter Theatre departments.
- Other duties may be assigned as needed to maintain on-demand coverage of all company communications.

Qualification & Experience

- 2-3 years marketing and/or copywriting experience preferred
- Excellent written and verbal communication skills
- Must be able to set priorities, coordinate multiple projects simultaneously, and successfully meet deadlines.
- Proficient in both Microsoft Office applications and Google Suite
- A desire to learn new systems and work collaboratively

Organizational Overview

Currently celebrating its 91st year, Barter Theatre is a repertory company of resident artists dedicated to serving others by creating world-class theater in the heart of Appalachia. Barter's vision is to maintain a sustainable model of producing world-class theater that entertains, engages, and connects artists and audience, while reflecting the inherently Appalachian values of hard work, generosity, service, and story.

Barter produces musicals, classic plays, and new work March-December including the nationally renowned initiatives Appalachian Festival of Plays and Playwrights and Black Stories Black Voices.

Equal Employment Opportunity Commitment

Equal employment opportunity and an inclusive and representative staff are fundamental at Barter Theater. Our employment and promotional opportunities are based upon individual capabilities and qualifications without regard to race, color, religion, gender, pregnancy, sexual orientation/preference, political position, age, national origin, marital status, citizenship, disability, veteran status, or any other protected characteristic as established under law.

To Apply

To apply for this position, please submit in a single PDF a cover letter, current resume, writing samples and contact information for two references to afiorini@bartertheatre.com.