

Position Overview

Job Title: Marketing Media Specialist

Reports to: Director of Marketing & Sales

FLSA Status: Full Time Exempt

Compensation Rate: \$39-42K

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

Position Summary

Barter Theatre is seeking a creative, detail-oriented **Marketing Media Specialist** to produce high-quality video, photo, and design content that captures the spirit of our Resident and Barter Players productions. This role plays a key part in visually representing our brand through digital and print media, supporting internal departments, and engaging audiences across platforms.

Responsibilities

Video/Photography Production

- Capture photography and videography of:
 - Resident and Barter Players productions (including rehearsals, tech, and archival)
 - Barter Theatre events and special engagements
- Produce and edit production images, highlight reels, and promotional footage.
- Manage and maintain visual archives for marketing and promotional use.

Design & Marketing Assets

- Design key artwork for Resident and Barter Players productions
- Create digital and print assets for:
 - Production programs
 - Repertory posters
 - Headshot boards
 - Lobby screens and signage
 - Digital banners and homepage sliders
- Assist in developing digital programs alongside the marketing team.
- Assist in managing the organization's social media presence.

Digital Asset Management

- Organize and manage headshots, bios, logos, and production artwork in shared drives.
- Maintain Google Drive structure, ensuring all cast and collaborators are added to the show pages.
- Update donor listings and signage on lobby boards
- Assemble signed advance mini-posters for productions
- Manage and update task assignments using Asana.

Qualification & Experience

- Proven experience in video production and photography (portfolio required)
- Proficiency in creative software (Photoshop, InDesign, Premiere Pro, etc.)
- Strong graphic design skills for both digital and print materials
- Experience working in theatre or performing arts is a plus
- Excellent organizational and file management skills (especially Google Drive and Asana)
- Ability to work flexible hours, including some evenings and weekends for rehearsal/photo calls
- Team player with excellent communication and time management skills

Organizational Overview

Currently celebrating its 92nd 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 a current resume, cover letter, and three references to Amber Fiorini, afiorini@bartertheatre.com. The cover letter should include why this position and organization are attractive to you and what you feel you bring to the table that makes you an excellent fit for Barter Theatre.