



## Digital Marketing Coordinator

Under the supervision of the Director of Development and Communications, the part-time Digital Marketing Coordinator schedules, coordinates, and executes all aspects of Pig Iron Theatre Company's digital marketing and social media campaigns, including managing email communications, social media presence, and other online marketing efforts. The Digital Marketing Coordinator also oversees the day-to-day operations of the organization's website and assists with other marketing tasks as needed.

This position is approximately 25 hours/week at \$20 an hour with a start date of May 10th, 2021 or sooner.

### Major Responsibilities

#### Email

- Creates and deploys all email communications for the organization.
- Manages email calendar with requests from the School and the Theatre.
- Develops custom email lists for all marketing endeavors.
- Monitors and reports on open rates, opt outs, and other statistics.
- Coordinates special offers and promotions with third-party partners.
- Ensures that all email communications are graphically appealing and consistent with the style of the organization's identity and materials.

#### Social Media

- Executes social media strategies across a wide variety of platforms, including Facebook, Twitter, Instagram, and YouTube.
- Develops copy and creative content for all platforms, both from in-house resources and outside contacts.
- Manages content calendar, posting on a regular basis across platforms.
- Reports on social media strategies and best practices in social media engagement.
- Ensures that all social media posts are graphically appealing and consistent with the style of the organization's identity and materials.

#### Website

- Manages day-to-day operations and content of Pig Iron Theatre Company and Pig Iron School websites, ensuring content is accurate and on message for the organization.
- Monitors effectiveness of campaigns using web analytics to ensure ROI on paid advertising.

#### Design

- Designs postcards for Pig Iron School showings throughout the season
- Manages design and layout of programs for any company performances.
- Designs online and print ads for Pig Iron as needed.
- Photo and video editing for marketing projects as needed.

### Qualifications

Candidates should have two to three years' work experience in a related field, excellent verbal and written communication skills and a passion for the arts. Graphic design, as well as website and social media content management experience is required. Google Analytics, Adobe Creative Suite, Final Cut Pro or other video editing software, and rich media experience preferred. Experience as a photographer is a plus but not required.

To apply, send a cover letter or video to [jobs@pigiron.org](mailto:jobs@pigiron.org) detailing your interest in the position, your professional ambitions, and any qualifications or life experience that make you a strong candidate. Please also attach a copy of your resume.