



MARKETING & MEDIA ASSOCIATE:

Childsplay is seeking a highly motivated, creative and organized individual to join our ensemble as the Marketing & Media Associate. In this role, the Marketing & Media Associate is part of an ensemble that celebrates learning and creativity, encourages innovation, and provides multiple opportunities for professional growth. The work at Childsplay is fast, furious and extremely rewarding. We offer a terrific family environment and the fulfillment of working for a company with a real mission to improve the lives of young people through the arts!

This is a full-time, non-exempt position (35 hours per week) reporting to the Director of Marketing & Media. Compensation is \$30,000 per year. During Childsplay's public season (September – May), the schedule for this position will require the candidate to work at the Herberger Theater Center during Saturday performances.

Childsplay values equity, diversity, and inclusion throughout our organization, programs and audiences. We are committed to giving underrepresented artists a safe space to create art and community. By welcoming people with differences in religion, ethnicity, sexual orientation, class, gender identity, ability, and age we are better able to celebrate that which brings humankind together: imagination and wonder.

RESPONSIBILITIES:

DIGITAL MARKETING:

- Social Media Marketing:
 - Oversee Childsplay's current social media platforms & recommend new platforms and activities
 - Create and oversee dynamic social media campaigns, managing both organic and paid placements
 - Goal creation and assessment of activities
- Email Marketing:
 - Work with all departments of Childsplay to design and implement engaging email campaigns
- Google Adwords:
 - Responsible for the maintenance, management and assessment of Childsplay's Google Adwords grant and account

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Tempe, AZ 85281
Office 480-921-5700
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AUDIENCE & COMMUNITY ENGAGEMENT:

- Manage the family audience experience at the theater, including:
 - Audience Engagement activities at the theater
 - Pre- and Post-show communication strategies
 - Playbill content
 - Value-added Events and Partnerships
 - Serve as Childsplay Ambassador at Saturday performances
 - Oversee Kid Reporter & Family Blogger Programs
- Participation in various promotional and outreach events in the community
- Engagement of community promotional partners including local bloggers and social media influencers, tourism offices, neighborhood associations, YELP reviewers, community calendars, and more
- Management of Group Sales Activities, including:
 - Processing general group sales requests and ticket orders
 - Creation and fulfillment of Birthday Party offerings at Herberger Theater Center
 - Girl & Boy Scouts-focused group offerings and outreach

Other duties as assigned, including:

- Participation in the development and implementation of the overall marketing and communication strategies of the organization
- Website content management
- Duties will also include clerical and administrative activities such as general correspondence, customer relations, and writing assignments for programs and other communications.

The job requires that you have:

- Strong written and verbal communication skills
- Strong customer service skills
- Strong design eye
- Ability to handle and prioritize multiple projects and to adjust to inevitable changes in timelines, deadlines, and project goals
- Ability to think creatively and with vision to develop plans that will increase awareness and improve public perception of Childsplay's brand
- Proficiency in Photoshop, Illustrator and/or InDesign is a plus
- Sense of humor is a plus!

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The ideal candidate:

- Understands and effectively communicates the mission of the company
- Has a true desire to be part of the Childsplay ensemble which is a community of motivated and invested professionals who work together to fulfill Childsplay's mission in an environment where creativity and participation are honored
- Works closely with members of the ensemble to develop creative concepts that effectively communicate the Childsplay experience to our various markets and constituencies
- Can carry the voice of Childsplay's brand through all media consistently
- Creates and completes projects on time and within budget constraints
- Feels comfortable managing and building relationships with community partners and ensemble members

You'll Be A Great Fit if:

- You conceive and execute fresh approaches to engage our community.
- You understand all the rules of grammar – so you can break them when you need to.
- You are a chameleon – able to write and communicate in many voices, changing from one to another as quickly as you change from one project to another.
- You can rock an email subject line!
- You play nice with others and can partner with artists, administrators and volunteers to ensure the message supports the concepts and strategy.
- You can juggle lots of projects at one time.
- You are almost annoyingly attentive to detail.
- You're pro-active, self-starting and always thinking.
- You're nice. Especially to the folks working with you.
- The only thing you know for certain is that you don't know it all and relish the prospect of being a part of a learning organization.

Applicants should submit a cover letter and resume via email with the subject line *Marketing & Media Associate Application* to Samantha Johnstone at sjohnstone@childsplayaz.org. No phone calls please. We will contact candidates whose skill sets, education, and experience meets the requirements for the job.

Founded in 1977, Childsplay's mission is *"to create theatre so strikingly original in form, content or both, that it instills in young people an enduring awe, love, and respect for the medium, thus preserving imagination and wonder, those hallmarks of childhood, that are the keys to the*

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future." Please visit our website at www.childsprayaz.org for additional information about the company, our programs, and our work in the community.

DEADLINE: OPEN UNTIL POSITION IS FILLED

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