



Cincinnati Playhouse in the Park is an Equal Opportunity Employer (EEO) and is committed to fostering a culture of diversity and inclusion in all areas of its work, both on and offstage. Qualified individuals who bring diverse perspectives and life experiences to the workplace are especially encouraged to apply.

Position: Digital Marketing Associate

Department: Marketing

Reports to: Director of Marketing

Classification: Full-Time

Pay: \$21.70 per hour

JOB TITLE:

Join a creative, strategic marketing team to produce and share engaging content that connects audiences with Tony Award-winning live theatre. We are looking for someone who is passionate about digital marketing and theatre and is looking to build on their experience in a collaborative environment.

POSITION OVERVIEW:

The Digital Marketing Associate leads and executes the day-to-day, digital marketing strategy. This position is full-time, non-exempt and reports to the Director of Marketing and Communications. The ability to work and/or be available evening and weekend hours based on business needs is required, including monitoring social media accounts. This position works with departments across the organization and has contact with visiting artists to create dynamic behind-the-scenes content.

POSITION RESPONSIBILITIES, include and are not limited to:

- Leads strategy and execution of social media campaigns.
- Creates, writes and posts social media content for Facebook, Instagram and Tik Tok.
- Facilitates day-to-day interaction and requirements of our digital marketing vendor partner.
- Collaborates with other departments to build digital strategy.
- Maintains social media calendar.
- Tracks and analyzes social media ROI, KPIs and other analytics to drive strategies.
- Builds emails in the WordFly digital marketing platform.
- Assists with website updates as needed.
- Reviews and selects production photos and sizes them for all purposes.
- Serves as photographer for social media needs, including in rehearsals.
- Periodically writes stories for *Prologue* newsletter.

- Provides administrative support and helps facilitate needs for the PR Consultant, including uploading documents to the newsroom as needed, tracking media coverage and transporting actors to interviews.
- Helps with proofreading.
- Monitors comments on social media and responds as appropriate.
- Changes out signage, show-related informational signs and lobby engagement, including Brightsign.

Base work schedule is 35 hours per week, during business hours (9 a.m. to 5 p.m., Monday – Friday with one-hour lunch). However, the ability to work and/or be available evening and weekend hours based on business needs is required, particularly as it applies monitoring social media accounts.

QUALIFICATIONS:

- Bachelor's degree preferred.
- Direct experience with all aspects of digital marketing is required, especially social media marketing.
- Prefer candidates with at least two years of experience but will consider candidates with less if experience is strong and directly applicable with regard to digital marketing and social media.
- Overall strong written and verbal communication skills.
- Experience writing copy for social media and email.
- Good working knowledge of Adobe products is highly desirable.
- Direct experience with an email marketing application and a website CMS is highly desirable
- Knowledge of Google analytics, SEO, HTML and A/B testing is a plus
- Proficient with Microsoft Office
- Knowledge or familiarity with Tessitura is a plus.
- A desire to work in a fast-paced environment, and the ability to successfully manage multiple priorities on a regular basis.
- High attention to detail, excellent organization skills and reliable.
- Desire to be a contributing member of a high functioning marketing team.
- A passion for and knowledge about theatre and/or the arts is highly desirable.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

- Base work schedule is 35 hours per week, during business hours (9 a.m. to 5 p.m., Monday – Friday with one-hour lunch). However, the ability to work and/or be available evening and weekend hours based on business needs is required, particularly as it applies monitoring social media accounts.
- Position is located in a climate-controlled, group office with a hybrid work option for remote work two days a week.
- Digital dexterity and hand/eye coordination in operation of standard office equipment (computers, phones, photocopiers and filing cabinets).
- Position requires a minimum amount of external activity, but on occasion may require local travel to other worksites or meetings.
- Light lifting, carrying, pushing, pulling of supplies, files, etc.: generally, up to 10 lbs. and occasionally up to 25 lbs.
- Occasional stooping, kneeling, crouching.

- Ability to speak clearly to and hear/listen to employees/clients via phone or in person.

To Apply:

Qualified candidates should submit a detailed cover letter and resume to Kathy Neus, Director of Marketing and Communications, at kathy.neus@cincyplay.com. Applications will be reviewed on a rolling basis and the position will be filled as soon as the successful candidate is identified. No phone calls.