



Taproot Theatre tells stories of hope, serving the Pacific Northwest through live theatre and educational programs.

Digital Marketing Manager Job Description

Department: Marketing	Pay Range: \$25 - \$27/hr
Supervisor: Director of Marketing	Status: Full time, hourly-non-exempt, benefits eligible
<i>Job Description Revised November 2024</i>	Location: Seattle, WA
<i>Desired Start Date: Position currently available</i>	<i>Position Open Until Filled</i>

Position Overview: The Digital Marketing Manager reports to the Director of Marketing and works with staff and artists at all levels of the organization to support ticket sales, enrollment, and bookings for Taproot’s performance and educational programs as well as promoting brand awareness of Taproot Theatre Company. This role is responsible for strategic digital initiatives, including web advertising, social media content, and email campaigns.

Primary Areas of Responsibility

Content Creation and Strategy:

- Craft and implement compelling digital marketing strategies, including social media, email campaigns, and multimedia assets.
- Create and manage editorial calendar to deliver targeted content.
- Monitor engagement metrics and foster online community growth.
- Track and analyze digital performance metrics to inform strategies and improve ROIs and KPIs.
- Work with Director of Marketing to monitor and allocate the digital marketing budget effectively to maximize impact within limited resources.
- Maintain press archive and manage all press areas of the website.
- Work with Director of Marketing and Creative Design Manager to make press photos widely available.
- Track and archive all media and influencer coverage.
- Coordinate with Theater Puget Sound to provide access and information for the annual Gregory Awards.

Communication:

- Produce, develop, and manage content and workflow for external company communications, including the Encore program, patron newsletters, email blasts, social media and marquee copy. This includes working with the Director of Marketing, Literary Manager, department heads, and others to determine strategy and create content.
- Work closely with the Director of Marketing to write copy for marketing materials including brochures, direct mail pieces, email campaigns, and the Taproot website.
- Coordinate with Director of Marketing, Creative Design Manager, and Box Office Manager to update, maintain, and optimize the Taproot Theatre website, helping to ensure it is user-friendly, up-to-date, and SEO optimized. This includes, but is not limited to, updating and maintaining content for all areas of Taproot’s programming and troubleshooting technical issues.

Other responsibilities:

- Read all play selections and attend each show within the first week (invited dress, previews or opening).
- Assist in proofreading all Patron and Press facing materials.
- All members of the Marketing Team attend weekly marketing and company meetings and participate in other marketing duties as needed and assigned.

Qualifications and Skills

Required Qualifications/Skills:

- Compatibility with Taproot Theatre's mission and values.
- BA in Business, Marketing, Communications, or equivalent experience in digital marketing.
- Excellent communication and interpersonal skills, both written and verbal including editing and proofreading abilities.
- Strong sense of creativity, imagination, and innovation.
- Strong project management skills.
- Fluent in social media platforms including Facebook, Instagram, Twitter, LinkedIn, TikTok and comfortable creating appropriate content for each and a passion for keeping up to date with trends.
- WordPress or other website platform experience.
- A passion for theatre or other performing arts.
- Ability to work independently on multiple projects at one time with strong organizational skills.

Preferred Qualifications/Skills:

- Minimum 1-year relevant experience. Preferably with an arts non-profit or other cultural sector.
- Familiarity with Canva, Tessitura, and Wordfly.
- Video editing experience.

Equity & Inclusion: Taproot Theatre is working to become an anti-racist organization which prioritizes accessibility, transparent communication, and humanity to foster a space of belonging for all. As part of this work, employees will participate in regular trainings and discussions and be asked to support anti-racism and accessibility initiatives and policy changes, as part of their scope of work. To that end, Taproot Theatre seeks employees who demonstrate initiative to expand their own learning and competency within these areas in order to meaningfully participate in dismantling institutional racism, bias, and other systems of oppression which permeate our industry.

Faith Statement: Taproot Theatre Company is incorporated as both a non-profit theatre and a religious organization. Our organization operates outside of church oversight and across denominations. Only staff at or above the director level are asked to confirm their Christian faith, Taproot staff at all levels participate in corporate prayer, but may choose not to participate in these customs. Taproot staff represent a diversity of backgrounds and faith traditions.

Physical Requirements: This position requires frequent sitting or standing, manual dexterity to operate phones, computers, and other office equipment; strong command of the English language with the ability to be understood. The work takes place in multiple environments including the Taproot office, theatre, and occasional offsite venues. Must be available in the evenings and on weekends as needed for performances and events. Occasional work-from-home hours available. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

Public Health: Taproot Theatre Company requires every employee, volunteer, and contractor to present proof of vaccination against COVID-19. Proof of vaccination can be vaccine card (copy or photo accepted), WA state immunization printout, or verified medical record printout from medical provider.

To apply, submit a cover letter and resume to Daytona Danielson, Incoming Director of Marketing at daytonad@taproottheatre.org.

Taproot Theatre does not discriminate on the basis of race, color, religion, sexual orientation, sex or gender identity, age, citizenship, national origin, veteran status, marital status, mental, physical, or sensory disability, or any other protected and otherwise underrepresented groups of individuals.