



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

## Community Engagement Coordinator Job Description

<b>Department:</b> Marketing & Patron Experience	<b>Pay Range:</b> \$22-\$25/hour
<b>Supervisor:</b> Director of Marketing & Patron Experience	<b>Status:</b> 40 hours per week, Hourly/Non-Exempt, Benefits Eligible
<b>Job Description-September 2025</b>	<b>Location:</b> Seattle, WA
<b>Desired Start Date:</b> Immediate	<b>Position Open Until Filled</b>

**Position Overview:** The Community Engagement Coordinator serves as a strategic audience relationship-builder at the intersection of community outreach, patron engagement, and lifecycle marketing. This role initiates and nurtures community partnerships, converts first-time attendees into loyal patrons, and strengthens Taproot's visibility and presence. This is a dynamic role ideal for someone who thrives in collaboration, creativity, and curiosity, and is passionate about the arts.

## Primary Areas of Responsibility

### Community Engagement & Partnerships

- Expand and strengthen community partnerships to increase Taproot's visibility and presence in our neighborhood and beyond.
- Initiate, steward, and track partnerships with organizations, schools, churches, and cultural centers.
- Represent Taproot at events and networking opportunities to foster connection and increase visibility.
- Collaborate on events including talkbacks, affinity nights, co-promotions, Pay What You Can (PWYC) performances, and follow-up with partners (photos, thank-yous, next steps, etc.).
- Manage complimentary ticket programs for non-profit organizations, churches, community partners, and former artists and technicians, in collaboration with Box Office.
- Support Taproot's accessibility and inclusion strategy across all patron-facing efforts.

### Lifecycle Marketing & Patron Journey

- Contribute to lifecycle marketing strategy that deepens patron engagement and drives retention.
- Partner with the Communications Manager on segmentation strategies, retention messaging, and delivery of targeted content through automated email workflows and pre-/post-show campaigns.
- Map the patron journey to identify touchpoints, pain points, and opportunities for deeper engagement; recommend improvements and collaborate with relevant teams to implement them.
- Implement loyalty efforts and initiatives to enhance patron retention and reach key demographics.
- Utilize data insights from Taproot's CRM, email systems, and social platforms to inform strategy (in partnership with Communications and Box Office).

### Group Sales & Student Matinees

- Grow group sales through community-based outreach, to build new relationships and introduce Taproot to schools, churches, and affinity groups. Coordinate closely with the Box Office for fulfillment.
- Collaborate with Education & Outreach on shared leads and student matinee logistics.

### Content, Visibility & Feedback

- Collaborate with team to develop engagement content and visual media.
- Manage external community promotions and listings.
- Collaborate on Taproot-branded merchandise, launch, and sales.
- Contribute to patron surveys and audience education materials.

### Other Responsibilities

- There may also be the opportunity for cross-different departmental work and aiding in the development, cultivation, and engagement of our new Auxiliary Committee/Board.
- Read all play selections and attend performances during opening week.
- Participate in weekly team and company-wide meetings.
- Present at and actively support all opening nights and special events as assigned.
- Complete other duties as needed.

## Qualifications/Skills:

### Required:

- Compatibility with Taproot's mission and values
- Excellent interpersonal and communication skills—written, in-person, and over email/phone
- A sincere interest in community-building and relationship development
- Ability to organize information, track follow-ups, and manage details across multiple projects
- Comfort interacting with a wide variety of people and audiences (schools, churches, cultural organizations, business partners, longtime patrons, etc.)
- Comfort with working both independently and as part of a team.
- Willingness to learn about Taproot's programs and CRM/email systems (prior experience helpful)
- Familiarity with Microsoft Office
- Curiosity, initiative, and a drive for continuous improvement

### Preferred Qualifications/Skills:

- Experience with CRM platforms such as Tessitura
- Well-connected in the greater Seattle community
- Familiarity with theatre, arts nonprofits, or Seattle's cultural sector
- Comfort using tools like Microsoft Office, Canva, email platforms, and databases
- Experience with or interest in audience development, marketing, or engagement strategy

**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. Much of the work is required to be done onsite at Taproot Theatre with frequent visits to external environments as needed. Work schedule is generally Monday-Friday; must be available on evenings and weekends as needed for performances and events. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

**To Apply:** Submit the following to Daytona Daniels, Director of Marketing & Patron Experience, at [daytonad@taproottheatre.org](mailto:daytonad@taproottheatre.org): Cover letter, resume, three professional references

*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.*