



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

Marketing and Group Sales Associate Job Description

Department: Marketing	Pay Range: \$ 18.00/hourly
Supervisor: Director of Marketing	Status: 20-25 hours per week
<i>Job Description Revised April 2022</i>	Location: Seattle, WA
<i>Desired Start Date: Immediate</i>	<i>Open until filled</i>

Position Overview: The Marketing Associate assists with the execution of marketing initiatives and campaigns for stage and touring productions and the acting studio. The position provides administrative support to the Marketing Department.

Primary Areas of Responsibility

- Patron Communications
 - Manage first-time patron mailings
 - Create and send Know Before You Go emails
 - Manage the Subscriber Rewards program
- Manage marketing and complimentary ticket programs for non-profit organizations, churches, community partners, and former artists and technicians. Develop and nurture neighborhood business and library relationships.
- Group Sales
 - Seek out and develop opportunities for group partnerships with organizations of interest; generate group lists and contact targeted groups. This includes teacher and school groups.
 - Assist in the creation and distribution for all group sales communication vehicles (email, letters, postcards, brochures, etc.)
 - Field questions from individuals and organizations, greet large groups at their performance, occasionally host onsite group receptions, and follow up with groups after they visit.
 - Work with the Box Office Manager to track outstanding group sales payment.
- Customer Relationship Software
 - Pull mailing lists
 - Assist with Patron updates
 - Update Cultural Resource Collective database after each production
 - Assist Marketing Director with patron data as needed
- Marketing Volunteers
 - Help recruit and manage volunteers for mailings
 - Help recruit and manage volunteers for City Roots program
- Responsible for placing in-theatre signs, posters, headshot displays, and updating marketing archive
- Manage event listings and online calendar postings to advertise plays and programs
- Read all play selections for the season and attend a performance within each opening week
- All members of the Marketing Team attend weekly marketing and company meetings and participate in other marketing duties as needed and assigned.

Required Qualifications/Skills:

- Compatibility with Taproot Theatre's mission and values
- Attention to detail in all aspects of work
- Strong written and verbal skills including strong editing and proofreading abilities.
- Solid interpersonal and organizational skills with strong attention to detail.
- Ability to work independently and on multiple projects at one time.
- Computer literate: proficient in Word, Excel, and Outlook.

The Taproot Theatre, dba Taproot Theatre Company (Taproot), prohibits and will not tolerate unlawful discrimination in employment of qualified employees and applicants. Taproot prohibits unlawful discrimination on the basis of race, color, national origin, religion, sex (including pregnancy), marital status, sexual orientation, age, disability, genetic information, honorably discharged veteran or military status, citizenship or immigration status, or any other legally protected category protected by applicable federal, state, or local law. As a religious organization, Taproot gives lawful preference in employment to certain employees and prospective employees on the basis of religion.

Equity & Inclusion: Taproot strives to become an anti-racist organization that prioritizes accessibility, transparent communication, and humanity to foster a space of belonging for all. As part of this work, employees may be asked to participate in regular trainings and discussions and 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 that permeate our industry.

Faith Statement: As a religious, Christian faith-based organization, the Christian faith is at the center of Taproot's mission. Those in leadership are expected to embrace the essential tenets of the Christian faith and have a vibrant faith life. Prayer is also a part of life at Taproot. All are welcome to participate in these times of prayer, although participation is not required. Other than leadership positions that have a faith requirement, Taproot welcomes folks of other faith traditions, or no faith tradition, who are comfortable working in a Christian environment and can respect Taproot's mission.

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. Most of the work is required to be done at the Taproot office with occasional visits to external environments. Occasional work-from-home hours available. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

To apply, submit a cover letter and resume to Nikki Visel, Director of Marketing at nikki@taproottheatre.org.