

TADA! FULL TIME MARKETING MANAGER

TADA! Youth Theater is seeking a Full Time Marketing Manager to work with TADA! Staff to raise awareness and visibility of TADA! and all of its programs (Onsite and School/Community Arts Education, RYET, Original Musical Productions) which will lead to increasing earned income, so that TADA! can continue to serve NYC families. We are seeking a highly motivated individual who believes in TADA!'s mission and values (see below) and has a love of musical theater and positive youth development along with marketing expertise.

TADA! Youth Theater is committed to building and fostering a diverse and inclusive workforce that is representative of our vastly diverse youth in our RYET and school programs. Priority will be given to candidates who are dedicated to anti-racism and share our mission and vision. Candidates from underrepresented racial or ethnic groups, people with disabilities, and LGBTQIA+ individuals are encouraged to apply.

Purpose of the Marketing Department: To support, communicate, and further the mission of TADA! Youth Theater by raising awareness and visibility, and increasing TADA!'s earned income for all programming (education, theater, and space rental), so that TADA! can continue to grow.

Hours: Full time, 40 hours a week

Schedule: Monday-Friday, 10AM-6PM

- At times, certain programming and events require employees to work in the evening or on the weekends. For those times, hours will be adjusted.

Compensation/Benefits: \$40,000 plus benefits including health and life insurance, vision and dental plans, flexible spending, optional Aflac, optional 403(b), and paid vacation, sick and personal days. TADA! is currently a hybrid work environment where some work can be done offsite. However, his position does require onsite, in-person activity.

Reports to: Executive & Producing Artistic Director and Director of Education

CORE RESPONSIBILITIES:

- Support, communicate, and further the mission of TADA!
- Increase earned income by promoting and selling education programs, productions, and other TADA! events
- Create, build, and maintain new/past relationships with partners, publications, social media contacts, families, etc.
- Assist with the implementation of yearly marketing and advertising plans through analyzing data and communications with TADA! "Audiences" and community
- Maintain brand consistency for the organization as a whole

JOB DUTIES:

- Build, grow, and maintain new and existing partnerships throughout the organization to advance cross-functional initiatives that can bring in new sales and increase audience engagement through research and cultivation of new relationships and partnerships with families, partners, publications, press, social media contacts, Alumni, schools, community centers, etc.
- Cultivate and get to know our current audiences by assisting with in-person events and performances throughout the fiscal (e.g., open houses, final performances for classes & camps, school partnerships, shows, gala, events, etc.)
- Share digital and hard collateral/assets (e.g., postcards, flyers, brochures, etc.) with the TADA! community (old and new) to increase awareness and encourage them to share with their networks and community
- Create, build, and maintain box office, group sales and discount plans for shows and events - identify box office system/program to use
- Work with Executive and Producing Artistic Director and Director of Education to oversee and execute advertising plan and email marketing campaigns

- Create weekly in-house eblasts, digital ads, and print materials that promote all TADA! programs and events with Graphic Designer (or on Canva)
- Create the playbill for each production and event
- Oversee Google AdWords and boost interaction including creating, updating, and analyzing Google ad word campaigns
- Capture photos and video of education and ensemble/theater programs for promotional purposes, and keep an organized database of press-ready photos for institutional use and publicity purposes
- Update and maintain Emma email service
- Update and maintain Salesforce database
- Create, implement, and coordinate sharable content for TADA!'s social media accounts and website, promoting engagement with an eye towards informative and engaging content, as well as growing and diversifying TADA!'s audience.
- Assist with maintaining and updating TADA!'s website (e.g., copy editing, design feedback, pulling photos, reaching out to staff to get copy or information, etc.)
- Remain current on new technology, trends, restrictions, and industry best practices
- Other duties as assigned by Executive and Producing Artistic Director or Director of Education

COVID-19 Vaccination required. We are an Equal Opportunity Employer and do not discriminate on the basis of race, color, creed, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, or veteran status. We are actively looking to expand our staff with BIPOC candidates.

To apply, please email your cover letter and resume (a cover letter must be included to be considered) to jtrevens@tadatheater.com and include the word Marketing Manager in the subject line.

OUR VISION: TADA!'s vision is that all young people grow up feeling successful, creative, confident, accepted, and accepting of themselves. Through the ability of people learning to express themselves well we can break down barriers of racism and inequality and create positive, active citizens.

OUR MISSION and BRIEF OVERVIEW: TADA! Youth Theater's mission since 1984 has been to provide young people from different social, racial, economic, and cultural backgrounds with musical theater programs that inspire them to learn, be creative, and think differently through high-quality productions, positive youth development, and education programs. TADA! is a unique, Drama Desk award-winning nonprofit youth theater that produces original musicals for children, teens, and family audiences. TADA! offers a free, year-round, pre-professional training and a positive youth development program for the Resident Youth Ensemble (ages 8-18); musical theater classes/camps for the public; as well as musical theater residencies in NYC schools and community centers. Through TADA!'s high-quality work, young people's self-confidence and creativity are enhanced. They also develop advanced skills in leadership, communication, responsibility, collaboration, and problem-solving – skills that help with growing up and are essential to their success both in school and in life.

OUR VALUES:

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| ● Musical Theater Passion | ● Arts for All |
| ● Unique Programming | ● Professionalism |
| ● Artistic Excellence | ● Culture of Growth |
| ● Community | ● Nurture Creativity |
| ● Empowerment and Leadership | ● Fun |

Please visit our [website](#), for individual descriptions of our values.

