

TADA! PART-TIME HYBRID MARKETING ASSISTANT

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: 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:

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

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

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, ensemble, and theater), so that TADA! can continue to grow.

MARKETING ASSISTANT:

Hours: Part-Time - 20-25 hours a week at \$25 an hour (hybrid - remote and in person)

Reports to: Managing Director/Director of Marketing

Key Responsibilities:

- Assist and support the Director of Marketing with day to day to do's, tasks, and goals
- Support, communicate, and further the mission of TADA! by maintaining and strengthening the organization's brand and profile through marketing initiatives
- Assist with executing the yearly marketing plan and goals by coordinating with different departments to ensure its success
- Awareness and assistance of TADA!'s fundraising plan and efforts
- Actively involved in TADA!'s EDIJ (Equity, Diversity, Inclusion, and Justice) work

Job Responsibilities include:

Assist and support with the following:

- Promote and increase earned revenue through education class and camp registration, ticket sales for musical productions, and other TADA! events
- Research, identify, grow, and maintain new internal and external partnerships throughout the organization to advance cross-functional initiatives that can bring in new sales and audiences through e-blast exchanges, printed materials, street and intern fairs, collaborated events, etc.
- Find, build, and cultivate new relationships as well as maintain current relationships with families, partners, publications, press, social media contacts, Alum, schools, community centers, etc.

- Execute advertising plan, calendar, and goals (e.g., update and maintain ad collateral deadline calendar, design and place ads with appropriate publications, send publications and ad agencies events and information for editorials, etc.)
- Secure listings with major family publications for TADA! shows, camps, classes, events, etc.
- Collaborate with department heads to create weekly in-house e-blasts, digital ads, and print materials that promote all TADA! programs and events (e.g., classes, camps, shows, special events, appeals, Notes from Nina, auditions, news, etc.)
- Execute email marketing campaigns (e.g., planning, scheduling, and deploying, review copy and visual content, getting sign off by department heads, etc.)
- Assist with designing digital and hard collateral assets to promote shows, education classes, and the upcoming 40th anniversary gala.
- Share digital and hard collateral/assets (e.g., postcards, flyers, brochures, etc.) with the TADA! community - staff, board, education and ensemble families, schools, alumni, funders, etc. to increase awareness and encourage them to share with their networks and community
- Work with department heads to develop, 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 content curation and monitoring of social media
 - Coordinate, schedule, publish, and tailor weekly posts across various social media platforms (Instagram, Facebook, Twitter) with an aim to engage fans and target new followers, building a broader audience.
 - Create Facebook and Instagram ads and analytics
 - Report on, analyze, and draw insights from social media metrics
- 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.)
- Update and maintain databases (Salesforce & Click & Pledge) and Emma email service (e.g., e-blast, mail returns, group sales, contacts, ticket buyers, registrants, and opt-outs) and calendars. and manage all organizational eblasts and promotion of all programs. Pull reports, run lists, segment lists, etc.
- Analyze and monitor audience, market share, competitor positions, revenue opportunities, as well as market trends
- Other duties as assigned by Managing Director, Director of Education, or Executive and Producing Artistic Director

Qualifications:

The ideal candidate will have:

- Deep appreciation and enthusiasm for the organization's mission, vision, and values
- Passion for and interest in musical theater, arts education, and positive youth development
- Interest in working in a kid-friendly environment
- A minimum of 1-2 years of experience in marketing, advertising, communications, or another area with related responsibilities
- Detail oriented and organized
- Outstanding interpersonal skills as well as strong verbal and written communication skills
- Customer service oriented and committed to closing loops and getting answers
- An ability to handle multiple deadlines, manage competing priorities, be proactive, and work effectively with a sense of humor
- A self-starter with the ability to work autonomously and act independently but also work with and contribute as part of a strong, effective, and close-knit team
- A commitment and deep interest in diversity, equity and inclusion in all aspects of TADA!'s programming and initiatives
- Proficient in Google Workspace, WordPress, Google Ad words, Facebook, Instagram
- Experience in Canva), Emma, and/or Salesforce - a plus!

TADA! Youth Theater is committed to building and fostering a diverse and inclusive workforce that is representative of our vastly diverse youth in our Ensemble program and school programs. Priority will be given to candidates who are dedicated to anti-racism and share our mission and vision above. Candidates from underrepresented racial or ethnic groups, people with disabilities, and LGBTQIA+ individuals are encouraged to apply. **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 jobrien@tadatheater.com and include the words Marketing Assistant in the subject line.
All Employment offers are contingent based upon a successful completion of background check.

