



1012 North Noble Street
Chicago, Illinois 60642

Title: Marketing and Communications Coordinator
Position reports to: Executive Director
Works Closely with: Audience Services Manager
Position status: Part-time, 30 hours per week; Eligible for holiday, sick time, and vacation hours. Option to become full time with full benefits in July, 2019, pending performance review.

About Adventure Stage Chicago

Adventure Stage Chicago, a program of **Northwestern Settlement**, creates and tells heroic stories about young people. We do this to engage our community and inspire all of us to be heroes in our own lives. Adventure Stage Chicago is a participatory arts company comprised of a small core staff, supported by and working closely with our parent organization. In addition to producing original work, we have a growing community connectivity program through Trailblazers, our youth arts mentoring program, and our community based new play development workshops. Northwestern Settlement, a community service organization founded in 1891, nurtures, educates, and inspires Chicago's West Town community to disrupt generational poverty.

Marketing and Communications Coordinator

Working closely with the Executive Director and Audience Services Manager, the Marketing and Communications Coordinator is responsible for expanding institutional visibility, driving attendance and ticket sales, and cultivating both current and new audiences. Responsibilities include: execution/creation of all digital and web content, promotions, and advertising. Execution of marketing budget, and supervising marketing intern(s.)

The Marketing and Communications Coordinator should be creative, proactive, and self-motivated. S/he/they should be an excellent writer, detail-oriented, and enthusiastic for the mission of the Settlement and ASC. S/he/they must be capable of working in a high-pressure, deadline-oriented environment with excellent analytic skills and verbal, written, collaborative, and interpersonal skills. The Marketing and Communications Coordinator could be asked to handle complex and confidential matters, which call for discrete, independent judgment.

Job Responsibilities:

- **MARKETING PLAN:** In coordination with the Executive Director, evaluate, revise, and execute an integrated marketing plan that encompasses the full scope of ASC programming. The plan should capitalize on in-depth audience research and data, identifying audience segments that will maximize our audience development and retention goals. Plan is reliant on comprehensive analytics and tracking of all campaigns, including Google Analytics and SEO, etc.
- **COMMUNICATIONS**

- Generate content in support of ASC's programming, mission, and voice; devise a strategic implementation plan.
- Manage all digital marketing channels (e.g. website, blogs, emails and social media) to ensure brand consistency; Measure ROI and KPIs
- Advertising and Distribution – Develop strategic advertising campaigns and distribute promotional materials that will support audience development and retention for the current season of ASC programming.
- In collaboration with webmaster, continuously evaluate site functionality and make necessary improvements/updates. Serve as the primary point of contact for webmaster.
- Work with independent public relations firm for most press needs. When necessary, handle matters related to publicity.
- AUDIENCE SERVICES:
 - Working closely with the Audience Services Manager, help ensure smooth operation of visitor services/box office operations, including ticket sales, customer service, front-of-house and lobby experience, and volunteer management.
 - Work with Audience Services Manager to oversee inventory, strategize sales for school, and public shows.
- COMMUNITY CONNECTIVITY:
 - Develop and foster cross-promotion opportunities within the community on which to build partnerships and raise the profile of ASC.
 - Work with AmeriCorps Project YES member to promote community programming (Settlement Saturday, Workshops, Trailblazers, etc.)
- CREATIVE DIRECTION
 - Show Image Creation – Lead the conceptual representation of ASC programming and initiatives, in collaboration with Marketing Committee, Photographer, and Graphic Designer. Support ASC program staff with any creative needs.
 - Assist with small graphic design tasks as skill level allows.
 - Conceive of show and program descriptions, social media posts, website and email copy that represents ASC's vision and voice.
 - Production Programs – work with Production Coordinator and Executive Director to gather content for show programs and execute the design and printing.
- ADMINISTRATIVE:
 - Manage Marketing budget, including advertising, print, and professional services.
 - Regularly generate reports and study data to identify trends and strategies.
 - Compile debriefs on programs and initiatives to assess demographics, sales, attendance, and marketing efforts.
 - Manage Marketing intern(s).

EDUCATION AND EXPERIENCE REQUIRED:

- Bachelor's Degree in arts administration, communications, or arts-related field required.

- Minimum three years' experience in not-for-profit environment, preferably marketing and/or sales. Arts and Culture experience desirable.
- Possess initiative; have ability to monitor workload to ensure efficiency and diligence.
- Able to work under pressure, prioritize demands and meet deadlines; willing to assume a variety of assignments, and work independently.
- Some night and weekend hours will be required, depending on production schedules.
- Able to communicate professionally with members of the Northwestern Settlement and theater staff, theater patrons, artists and the community at large.
- Superb computer skills, including experience with the Total Info database, or a comparable CRM, Adobe Creative Suite, Microsoft Office Suite, and online tools.
- Spanish fluency preferred

PHYSICAL EFFORT REQUIRED

While performing the duties of this job, the employee is regularly required to sit. The employee is frequently required to use hands to finger, handle or feel; reach with hands and arms; and talk, hear, and effectively communicate with others in person and in writing. The employee is required to be mobile. The employee must be able to occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include the ability to see others and read documents. This job requires the employee to spend lengthy periods of time performing computer assisted work. The noise level in the work environment is usually quiet. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

COMPENSATION

In addition to a competitive hourly wage, the position is eligible for holiday, sick time, and vacation hours. The position has an option to become full time with full benefits in July, 2019, pending performance review.

To apply, please submit your cover letter, resume, and references to marykate@adventurestage.org

No Phone Calls Please

Northwestern University Settlement does not discriminate on the basis of race, color, gender, handicap, age, religion, sexual orientation, or national or ethnic origin