

# Marketing and Communications Coordinator

## About Studio East

Studio East Training for the Performing Arts is a non-profit organization founded on the belief that the performing arts can make a difference in the lives of our children. Children who learn and practice the discipline, dedication, and teamwork required by the craft of theater develop skills that will be valuable assets throughout their lives, no matter what career they choose to pursue.

## About the Role

Studio East is seeking a highly organized and collaborative Marketing and Communications Coordinator to manage and execute all marketing, PR, and advertising initiatives for Studio East and StoryBook Theater programs. The ideal candidate will have strong writing and project management skills, experience with CRMs and email marketing platforms, and a passion for youth arts and education. If you do not meet all the qualifications but possess transferable or equivalent skills, we encourage you to apply and highlight them in your cover letter and resume.

## Key Responsibilities

- Execute marketing and communication plan created by Interim Director with appropriate adjustments and flexibility maintained
- Write compelling copy for various materials, including emails, press releases, website content, and social media posts
- Manage and prioritize marketing and communication requests to meet deadlines
- Ensure brand consistency across all platforms
- Develop and implement social media strategies
- Write and distribute press releases to secure media coverage
- Manage photo and video assets for use in marketing materials
- Collaborate with program directors to promote programs to target audiences
- Manage design and production for print and digital materials
- Oversee email marketing campaigns, including drafting copy, scheduling, layout, list segmentation, and distribution
- Track and analyze email campaign performance data to inform future campaigns
- Manage website content and coordinate with third-party web developers
- Analyze website traffic data to improve user experience
- Collaborate with the Development department on fundraising campaigns
- Manage the annual marketing budget in conjunction with executive leadership
- Identify and engage with potential media partners
- Collaborate with social media manager to ensure consistent messaging
- Manage relationships with external agencies, such as digital marketing agencies

## Qualifications

- Formal education and/or hands-on learning in Communications, Journalism, Marketing, or a related field
- +/- 3 years of experience in a marketing and communications role

- Strong writing, editing, and proofreading skills
- Experience developing and managing marketing and communication plans
- Experience with email marketing platforms (e.g., Emma, Constant Contact)
- Experience with CRM systems (Patron Manager a plus)
- Experience with website content management systems (e.g., WordPress)
- Excellent project management skills and ability to meet deadlines
- Ability to work independently and collaboratively as part of a team
- Experience working with external agencies and vendors
- A passion for youth arts and education

**Position Specifications**

- Part-time position, up to 20 hours per week
- Hourly rate of \$20-\$23, commensurate with experience
- Hybrid remote and onsite work schedule
- Successful criminal background check required

Please submit your resume and cover letter to Matthew Kacergis at [MatthewKacergis@Studio-East.org](mailto:MatthewKacergis@Studio-East.org)