

Marketing & Communications Coordinator

Purpose: The Marketing & Communications Coordinator works with the Director of Marketing & Development on enhancing audience outreach, supporting institutional visibility, product development, and designing marketing collateral and video. The incumbent plays a significant role in supporting the Performing Arts Foundation earned income goals through effective marketing and promotional campaigns, events, and other activities.

Graphic Design & Video Production

Under direction of the Director of Marketing & Development, produces and designs marketing materials that represent the Performing Arts Foundation.

- Creates all print communications including, but not limited to: the Season Brochure, Student Brochure, Sponsorship Brochure, newsletters, print advertisements, Season Program, various sales pieces, venue signage, billboards, and fund drive solicitation materials.
- Produces institutional and show related videos.
- Develops and manages digital graphic design projects, including custom images for website, social media, and digital signs.
- Ensures the organization stays abreast to new industry trends and technology.

Communications

Under direction of the Director of Marketing & Development, creates and manages communications that represent the Performing Arts Foundation.

- Composes press releases, letters, and other corporate writing projects including grants and sponsorship proposals.
- Creates and edits copy for brochures, newsletters, programs, website, and more.
- Oversees email marketing timeline and strategy that promotes and engages patrons of the Performing Arts Foundation.
- Acquires and organizes promotional resources from artists, agents, promoters, etc. for season promotion.
- Manages, maintains, and creates a digital strategy for the Performing Arts Foundation social media outlets and website.
- Creates and manages customer surveys; delivers surveys to patrons and presents results.

Marketing

Under direction of the Director of Marketing & Development, assists in developing and implementing marketing strategies that broaden the organization's impact and effectiveness.

- Works with Executive Director and Director of Marketing and Development to develop sales "enhancers".
- Responsible for management of volunteers for poster distribution.
- Assists the Director of Education and Community Engagement in the creation and setup of organizational special events and outreach activities.
- Provide support securing ad sales for the annual season program.
- Other duties as assigned.

Requirements of the position:

- Four year Degree or Technical Degree with equivalent work experience required.
- Must provide writing and design samples with resume and cover letter.
- Passion for the arts, an eye for design, and the ability to think about a comprehensive brand of the Performing Arts Foundation.
- Must possess exemplary writing and communication skills and be able to effectively communicate the compelling mission of the Performing Arts Foundation. Copywriting, editing, and proofing skills are necessary.
- Proficient in Adobe InDesign, Photoshop, Premiere, and Microsoft Office.
- Ability to keep consistent office hours, plus additional evening and weekend work based on the schedule of shows.
- Regular public and agent contact.

To Apply: Send resume, cover letter, writing and design samples to Melanie Schumann at mschumann@grandtheater.org, or mail to The Grand Theater - 401 Fourth St. Wausau, WI 54403.

The Performing Arts Foundation, Inc., established in 1972, is a multi-disciplinary, comprehensive, community supported arts agency classified 501(c)(3) by the Internal Revenue Service. Our mission is "to enrich lives through diverse cultural experiences".