

McCarter

Job Posting

POSITION: Marketing Associate

DEPARTMENT: Communications & Engagement, Marketing

CLASSIFICATION: Full-time; Annual; Exempt

REPORTS TO: Associate Director of Marketing

PAY: \$46,000 - \$50,000

BENEFITS INCLUDE: Medical, vision, and dental insurance, flexible spending accounts, paid vacation, sick and personal time, life insurance, long-term disability insurance, and a 403 (b) retirement plan with employer match, as well as other perks.

LOCATION & SCHEDULE: This is an in-person/virtual hybrid position reporting to our administrative offices at 91 University Place in Princeton, NJ. This position is required to be on-site and in attendance for all meet and greets, dress rehearsals, opening night performances, and is expected to cover a majority of McCarter's presented and community events – capturing real-time content and creating engaging social media posts. While regular business hours are Monday thru Friday, 10:00am – 6:00pm, schedule may be adjusted/flexed to accommodate event coverage.

START DATE: This position will be filled as early as possible.

Position Summary

Are you ready to play a key role in shaping McCarter's online presence and marketing efforts? As the **Marketing Associate**, you'll work closely with the Associate Director of Marketing and the Marketing Creative Director, with a primary focus on curating and managing content for McCarter's social media and website platforms. As a vital member of the Communications and Engagement Department's Marketing team, you'll not only contribute to achieving ticket sales objectives, but also play a pivotal role in elevating and advancing McCarter's institutional profile. This includes promoting a diverse array of programming, encompassing Theatre, Music, Dance, Jazz, Family, Education, and Fundraising events. Join us in making an impact on the vibrant arts scene at McCarter!

Essential Functions & Duties

- Manage the organization's digital presence across various platforms and social media channels, planning and executing comprehensive campaigns and creating digital content (captions, visuals, videos, and multimedia assets) that aligns with McCarter's messaging, brand identity, and objectives while showcasing the diversity and richness of McCarter's offerings, driving audience engagement, increasing followers, and promoting organizational initiatives.
- Cover opening nights, meet and greets, dress rehearsals and a majority of McCarter's presented and community events – capturing real-time content and creating engaging social media posts.
- Responsible for the upkeep of the organization's website, creating and/or curating copy, proactively ensuring up-to-date content, building and maintaining product detail pages and optimizing website design to provide a seamless user experience.
- Support the Associate Director of Marketing and the Artistic Engagement Manager with the development and ongoing cultivation of partnerships with the local community, fostering relationships with local businesses, organizations, and influencers to amplify the organization's reach and impact.
- Collaborate with the Associate Director of Marketing to cultivate and manage relationships with influencers, bloggers, and industry professionals, leveraging their influence and expertise to promote McCarter's brand, generate buzz, and drive engagement.
- Design and maintain engaging content for lobby monitors, outdoor kiosks both in the theatre building and across the Princeton University campus.

- Collaborate with all departments within McCarter to effectively tell the organization's full story on our digital platforms, incorporating various perspectives and highlighting the breadth of our programs, productions, and impact.
- Monitor and analyze digital communication metrics, such as website traffic, social media engagement, and other relevant indicators, to evaluate the effectiveness of campaigns and initiatives. Provide reports and recommendations for optimization.
- Stay informed about industry trends, emerging technologies, and best practices in digital communication, continually seeking opportunities to enhance the organization's digital presence, improve audience engagement, and achieve strategic objectives.
- Remain up-to-date on the complete spectrum of McCarter's programming, events, partnerships, and activities.
- Adhere to safe working practices while embodying McCarter safety and code of conduct policies
- Participate in the work to make McCarter an anti-racist theater. Actively seek ways to improve our work practices to make the Communications & Engagement department more equitable and inclusive, while upholding and exhibiting our stated values of "justice and joy, beauty and belonging."

Qualifications

- The ideal candidate will embody an enthusiasm for theatre and all of the live performing arts, with particular interest in supporting and elevating the work of artists across many disciplines and from across the globe
- Proficiency in website management, including content updates and design optimization. Experience with content management systems (CMS, in this case, EpiServer) and basic HTML/CSS skills.
- Strong knowledge and experience in digital marketing strategies, including social media management and content marketing.
- Demonstrated ability to create and curate high-quality digital content, including copy, visuals, videos, and multimedia assets. Proficiency in Canva and/or Adobe Suite and video editing tools/software.
- Adaptability, creativity, and a proactive approach to staying informed about the latest developments in the field.
- Solid understanding of the performing arts or entertainment industry, including knowledge of current industry trends, emerging technologies, and best practices in digital communication.
- Experience with and interest digital communication metrics and analytics tools.
- A critical consciousness and interest in the values and practices that can help build and sustain an equitable, diverse, and inclusive workplace
- Ability to collaborate with diverse needs, personalities, and work styles with optimism and a solution-discovery mindset
- Individuals are strongly encouraged but not currently required to be up to date on COVID-19 vaccinations.

Preferred Qualifications

- Bachelor's degree or equivalent combination of education and experience in communications, marketing, digital media or related field
- Minimum of three years of experience in digital communication, marketing or a related role.
- Excellent interpersonal, written, verbal and content creation (design and editorial) skills
- Excellent time management and organizational skills
- Strong ability to work collaboratively in cross-functional teams
- Exceptional attention to detail
- Must thrive in a fast-paced environment with changing priorities
- Ability to work in an on-site/off-site hybrid environment

Work Environment

- Led by our core values, McCarter fosters and expects a culture of care and respect for the wellbeing of our staff.
- In-person work will primarily be completed in a shared office space at 91 University Pl, Princeton, NJ with HVAC cooling/heating.

- This position is required to be on-site and in attendance for various performances and events. These will be communicated and scheduled in advance.
 - Employees may be asked to use a personal cell phone in order to access authenticator apps and related software necessary for work credentials/multi-factor authentication (MFA). Applicants should be comfortable using their personal devices for these purposes as part of their job responsibilities, as workarounds cannot be guaranteed in order to access certain platforms.
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Organizational Summary

McCarter Theatre Center, centered between New York City and Philadelphia on the campus of Princeton University, is a creative and intellectual hub that inspires conversations, connections, and collaborations in our communities. We lead with justice and joy, and we seek beauty in belonging. McCarter is an independent, non-profit performing arts center that creates and curates engaging performances, education programs, and community partnerships. As a performing arts center, in addition to presenting artists both nationally and internationally, McCarter also produces its own theatrical events as part of our Theater Series. Shows in the Theater Series are produced “in-house” and unlike our presented events, run for several weeks.

McCarter is an equal opportunity employer committed to hiring, supporting, and promoting a diverse workforce and inclusive culture. McCarter is committed to fostering a diverse, anti-racist company and have begun that work in earnest; this work goes beyond our staff and production teams and includes engaging, educating, and cultivating a broad range of audiences, making the arts accessible to all people, and presenting a variety of entertaining and thought-provoking programming across disciplines. As such, McCarter seeks team members who: contribute to a diversity of backgrounds and experiences to support an expansive artistic vision; are committed to engaging in ongoing anti-racism and anti-oppression work collectively and individually; value collaboration, flexibility, and an openness to continuous personal and professional growth. Please review our staff-written Framing Statement on equity, diversity, inclusion, and accessibility, linked [here](#).

We encourage all candidates to apply, even if they do not currently meet all qualifications. We know there are great candidates who may not have all of the qualifications listed above but possess intuitive knowledge or other fully transferable skills. If that is you, don’t hesitate to apply and tell us about yourself. McCarter is committed to on-the-job training and mentorship. We also encourage candidates who do not live within commuting distance to apply. We are eager to tell you about the area, which includes many communities and towns outside of Princeton.

If you are interested in supporting McCarter’s vision, we would love to hear from you.

Please email jobs@mccarter.org with your name and “Marketing Associate” in the subject line. Please submit a cover letter and resume; work sample/portfolios are welcome, though not required. Do also mention where you heard about the position. We look forward to learning more about you!

McCarter Theatre Center is committed to providing access and reasonable accommodation in the application and hiring process for individuals with disabilities if needed and requested. To request disability accommodation, please contact (609) 258-6500 and connect with Human Resources.