

JOB DESCRIPTION: MARKETING & PR ASSOCIATE

Are you seeking a position in nonprofit arts administration and external relations? Mirror Stage is looking for a reliable, self-motivated, detail-oriented strategic thinker with strong writing and database skills, and previous media relations experience. The Marketing & PR Associate will coordinate Mirror Stage's media relations, and assist the Managing Artistic Director in developing and implementing Mirror Stage's marketing plan, with the goal of raising the profile of Mirror Stage within the community and driving ticket sales. If you believe in social justice, equity, and inclusion, and want to put your marketing skills to good use for a progressive arts nonprofit in need of your expertise, we want to hear from you!

JOB TITLE: Marketing & PR Associate

COMPENSATION: \$20/hour

HOURS PER WEEK: 10 hrs/wk to start, possible expansion of hours in the future

JOB DUTIES AND RESPONSIBILITIES:

In collaboration with Managing Artistic Director, Artistic Associate and External Relations Assistant

- Develop and implement Mirror Stage's marketing plan, including:
 - Annual revenue goals, strategies and action plan
 - Audience Engagement: Research and implement new strategies to reach new patrons and increase engagement. Report on effective and ineffective practices.
 - Marketing Calendar: Identify timelines and action plans for marketing strategies across all platforms.
 - Coordinate materials, such as media alerts, eNews, posters, postcards, radio copy, digital & print ads, playbill/programs, surveys, and other promotions, as assigned
 - Cultural Sensitivity: Develop culturally respectful engagement efforts specific to each Mirror Stage program, and custom-tailored to BIPOC, LGBTQ+, differently abled, low-income, and/or other historically excluded communities, where appropriate.
 - Authentic Representation: Ensure all community engagement activities center the needs, voices, and perspectives of local community members as the starting point for shared learning that will lead to meaningful systemic change.
 - Project Schedules: Manage and oversee community engagement projects from start to finish, ensuring all deliverables are achieved according to schedule.
 - Support partnership building with local organizations: coordinate grassroots promotions with relevant organizations in support of specific programs, productions, and events.
- Manage Mirror Stage media relations, building relationships with local and regional press to promote programs and increase the overall visibility of the organization.
- Assist in the coordination of fundraising and stewardship events, including supporting the logistics and planning of the annual Gala.
- Support External Relations Assistant in managing social media accounts and updating website
- Attain technical competency in using Salesforce NPSP, Click & Pledge, and Vertical Response
- Handle and maintain highly confidential and sensitive information
- Represent Mirror Stage at community events and meetings, as requested

- Submit bi-weekly reports documenting work completed & planned
- Attend bi-monthly board meetings and participate in organizational long-range planning
- Participate in ongoing learning and professional training opportunities, as appropriate
- Maintain written office procedures manual for area of responsibility
- Assist Managing Artistic Director on other projects, duties and assignments, as needed

MINIMUM QUALIFICATIONS:

- Minimum three years of experience in marketing, communications, and/or resource development as it relates to the arts—previous media relations experience a plus
- Passion for and dedication to Mirror Stage’s mission, vision and values
- Ability to see, value, and adapt to cultural differences. Demonstrated and/or lived experience working with people of diverse ages, genders, sexualities, ethnicities, cultures, races, abilities, and socio-economic backgrounds, including those historically excluded by mainstream arts organizations.
- Reliable, dependable, organized self-starter with excellent verbal and written communication skills, impeccable attention to detail, and strong project management skills
- Demonstrated skills using G Suite (Google) applications, as well as comfort with online collaboration tools and virtual office environment
- Familiarity and experience in Adobe suite, Google Analytics, and WordPress are not required but helpful.
- Previous CRM database experience required—Salesforce experience preferred
- Ability to work independently on tasks, ask questions for clarification, and commit to an agreed-upon work schedule
- Lived commitment to and investment in racial and social justice and anti-oppression analysis.
- Must have access to reliable personal transportation, such as car or transit pass
- Willingness to learn and work effectively, both independently and as part of a team

TO APPLY:

Submit a one-page cover letter detailing your interest and availability, along with your résumé, and a writing sample no longer than two pages by email to suzannec@mirrorstage.org. First review of applicants begins September 7, with ideal start date of October 4. Position open until filled.

Mirror Stage prioritizes equity and inclusion. We are an equal opportunity employer and we encourage individuals from all cultures and communities to apply, especially BIPOC (Black, Indigenous, people of color), women, non-cis-gendered people, and members of other historically excluded groups. We believe that representing and reflecting the diversity of our community makes us stronger. Thank you for considering joining us.

ABOUT MIRROR STAGE:

Mission:

Mirror Stage uses the power of storytelling to challenge assumptions, bias, and prejudice, increasing equity and inclusion, while encouraging more thoughtful reflection on today’s issues.

Vision:

Mirror Stage reflects the diversity of our community onstage in high-quality, progressive, thought-provoking productions that play it smart without playing it safe. We nurture unique artistic voices while providing opportunities for newly-emerging artists to work alongside more seasoned professionals. With the goal of increasing empathy and social justice, Mirror Stage uses theatre to connect people more deeply to perspectives and experiences other than their own while amplifying historically excluded stories, voices, and faces—to bring us to a place of common understanding. Mirror Stage is Theatre that gets people talking, as well as thinking.

Values:

- **Challenge:** We focus on thought-provoking, relevant, progressive, risky, and inspiring work—encouraging people to examine their responses more intentionally
- **Integrity:** We practice the highest standards of excellence, ethics, and professionalism in all interactions. We are committed to embracing the full range of human experience, equity and inclusion at all levels: on our stage, in our audience, on our staff, and within our leadership.
- **Partnership:** We collaborate with audience and community members to find the best path forward and create positive change.
- **Respect:** We cultivate and nurture an atmosphere of respect and inclusiveness, welcoming differing strengths, skill sets, cultures and abilities.

(as of 9/8/2021)