



Marketing Manager

Fresh Ink is looking for a motivated, energetic collaborator to join our company! The Marketing Manager is an integral part of the Fresh Ink staff, and will work closely with the Managing Associate, Patron Relations Coordinator, and Public Relations Director to cultivate audiences and communicate the company's story and mission.

Job Responsibilities:

- Increase the size of Fresh Ink's audience base and generate ticket sales to productions and events
- Develop and execute a holistic marketing plan for the organization
- Collaborate with the Public Relations Director to develop media pitches and strategies
- Seek out and establish new marketing outlets for season productions and events
- Generate and implement digital content and graphics for website, social media, and email newsletter
- Coordinate creation & printing of all marketing collateral (posters, postcards, etc.)
- Track and maintain audience data, newsletter contacts, and attendance metrics
- Coordinate production photo needs, and organize and maintain archive of production and event photos
- Work with Patron Relations Coordinator to implement production discount codes, promote group sales, and support box office needs
- Help represent Fresh Ink at industry & community events (StageSource Expo, Job Fair, etc.)

General Fresh Ink Staff Duties:

- Attendance at twice-monthly staff meetings and occasional event-specific meetings
- Attendance at readings, workshops, and rehearsals as requested
- Support with house management and box office during production runs as needed
- Participation in the annual script selection process through play reading and reporting
- Involvement in the planning of non-production events throughout the season, including the Season Kick-Off Party and the Mad Dash 24-hour Play Festival

Qualifications:

- Interest in new plays and a passion for an artist-centered development process

- Some experience in marketing, communications, graphic design, and/or public relations, preferably in a non-profit setting.
- Excellent verbal, writing, and copyediting skills.
- Ability to be proactive, highly organized, and detail-oriented.
- Comfortable working both independently and collaboratively with a team.
- Strong interest and knowledge of various social media platforms.
- Proficiency with Adobe Creative Suite is preferred.
- Familiarity with MailChimp and/or Squarespace is ideal, but not required.

HOW TO APPLY

Please send a resume and cover letter to jobs@freshinktheatre.org detailing your experience and interests, and why you would be a good fit for Fresh Ink.

Please note that this position, like all Fresh Ink staff positions, is an unpaid volunteer role. We are happy to discuss our company's structure if you have questions!

ABOUT FRESH INK

Fresh Ink Theatre Company is committed to developing new work with theatre artists in the New England area. We seek to empower writers with the tools to craft plays that showcase their creative vision, and we challenge the Boston community to engage in the evolution of dynamic new work as it transforms from first draft to first production, and beyond.

We value artistic excellence, institutional transparency, community involvement and ongoing collaboration.