Marketing & Communications Coordinator (part-time)

Core Values: Since its founding in 1968, National Black Theatre (NBT) has continuously served as a hub for the next generation of Black theatre artists by providing training, creative development, and opportunities to showcase their work. Over its history, NBT has maintained its strong commitment to helping to bring new underrepresented voices to the forefront that provide fresh, diverse perspectives on critical issues of equity and social justice. NBT produces transformational and dialogue-generating theatre that successfully shifts inaccuracies around African Americans’ cultural identity by telling authentic, intersectional stories of Black life. In 2020, NBT began a major building redevelopment project that will enable it to sustain and grow its mission exponentially.

Job Summary: NBT is seeking a part-time Marketing & Communications Coordinator to engage NBT’s community and audiences in its work via various vehicles and channels. This person will utilize NBT’s digital platforms to promote its programs, impact, values and partnerships, with the goals of increasing awareness, engaging audiences in creative ways, building new partnerships, supporting fundraising efforts, and driving ticket sales.

This is a non-exempt role, with an hourly rate in the range of $24-25; projected at 20-25 hours/week and reporting to the Marketing & Communications Director. This position is currently remote but will likely be at least partially in person by winter of 2021.

Responsibilities: The Marketing & Communications Coordinator responsibilities include but are not limited to:

- Create, curate, schedule, and manage social media posts: develop relevant, original, high-quality, and captivating content; publish regularly; conduct quality control of all copy across platforms
  - Instagram
  - Twitter
  - Facebook
  - YouTube channel
  - Website
- Design print and digital graphics; edit video clips to promote and generate interest in NBT’s artistic and organizational activities
Work with NBT’s Development team to layout and design presentations/pitches that are geared toward potential funder audiences

Update content on the NBT website

Draft and circulate weekly eblast newsletters; manage distribution list through NBT’s CRM

Ensure brand consistency to help establish NBT’s voice and brand across platforms

Work with NBT’s PR consultant to promote and broadcast public/press announcements

Create proactive content calendar

Respond to and with NBT’s partners and constituencies to help build the online conversations around NBT’s work, brand, and legacy

Generate interactive live sessions that activate and document NBT programming such as Talkbacks and Symposia

Promote content through social advertising

Manage SEO (search engine optimization) and generation of inbound traffic to website and other online platforms

Facilitate, monitor, and respond to online reviews
  o Develop organizational elements to implement a proactive process for capturing satisfied, loyal customer online reviews
  o Identify threats and opportunities in user-generated content surrounding the organization

Utilize tools such as Google Analytics to track key metrics, generate routine reports of online engagement, and tweak strategy as needed to sustain ongoing growth in followers, views, and likes:
  o Establish clear quarterly and annual social media goals across all platforms
  o Perform monthly/quarterly audits of social media channels, ID opportunities, driving engagement via an action plan
  o Utilize knowledge of the overall social media landscape, trending topics, and leverage the latest social media best practices to provide ongoing thought leadership. Research new media platforms, trends, and industry opportunities for future use, such as Snapchat, TikTok, Pinterest, etc.

Respond to incoming requests in NBT’s info@ email account as appropriate

Experience/Skills

At least two years of experience doing traditional and/or digital marketing or communications, preferably in the arts and culture sector

Demonstrated creativity and documented immersion in social media engagement

Experience sourcing and managing content development and publishing

Ability to jump from the creative side of marketing to analytical side, to demonstrate why ideas are analytically sound

Excellent writing and language skills

Excels in a team-based work environment

Graphic design and manipulation skills

Experience generating and manipulating 1-2 min video assets
To Apply: Please submit a resume, references, and cover letter to apply@nationalblacktheatre.org listing “Marketing & Communications Coordinator” in the subject line.