MARKETING CONTENT + PUBLICATIONS MANAGER

Entering its 50th season, Syracuse Stage, a leading LORT theatre in residence at Syracuse University, seeks a creative, organized, and articulate Marketing Content + Publications Manager to support the Marketing + Communications team across all the organization’s productions and programs. This individual should be excited by the prospects of cultivating new audiences, executing effective campaigns, and creating, evaluating, and sharing marketing content.

The Marketing Content + Publications Manager would ideally be an eloquent, self-motivated, and forward-thinking professional, proud to be part of a larger Marketing + Communications team. This is a full-time non-exempt position with periodic evening and weekend work. The ideal candidate will excel at written communications, both in print and digital mediums.

Syracuse Stage is committed to anti-racism, equity, diversity, and inclusion in all areas of our work, on and offstage, and is an Equal Opportunity Employer. Candidates must possess a deep commitment to the core values of Syracuse Stage, with an eagerness to be an active participant in and meaningful contributor to our ongoing work to create and nurture a culture of belonging.

JOB DESCRIPTION
The Marketing Content + Publications Manager plays a key role in the creation and execution of marketing strategies and assets for annual production campaigns and institutional programs by finding and telling the stories of Syracuse Stage. This position is responsible for written materials produced by Syracuse Stage (including long- and short-form writing), is an active member of the organization’s social media initiatives, and supports the development and implementation of marketing plans to increase engagement using both traditional and non-traditional channels. Requires a demonstrated ability to wear multiple hats to help build/improve departmental processes, along with a self-driven, organized, and creative sensibility. The position reports directly to the Director of Marketing + Communications and collaborates with other Marketing + Communications staff under the leadership of the Director.
PRIMARY RESPONSIBILITIES

- Develop copy for promotional materials, including digital and printed communications, for a variety of audiences
- Work closely with graphic design team to create multimedia content
- Serve as editor of theatre playbills, includes content curation, writing, and hiring freelance writers as needed
- Solicit paid advertising for playbills, both in digital and printed formats
- Write press releases and other long-form articles for publication in news outlets and via internal channels
- Write and proofread written materials for other departments at Syracuse Stage to help achieve interdepartmental success
- Assist in day-to-day upkeep of the theatre’s SquareSpace website, including updating text, links, documents, etc.
- In coordination with other Marketing + Communications team members, create and manage a social media calendar to coordinate timing and populate content based on show calendars and other data-driven strategies
- Assist in management and distribution of patron email communications
- Assist Director of Marketing + Communications on other projects as needed
- Represent Stage at lobby concierge table and at other public events in rotation with other staff

DESIRED SKILLS + QUALIFICATIONS

- Excellent writing/communication skills are required
- Digitally savvy and highly creative thinking
- At least three years of marketing experience, ideally with some in the arts or other related field
- High inclination toward collaboration with an understanding of social media
- Commitment to maintain and grow personal skills and expertise
- Outstanding administrative and organizational skills, including follow-through
- Ability to problem-solve
- Ability to multitask effectively without compromising on accuracy and details
- Effective communication skills via telephone, email, print, and in-person
- Experience with Salesforce/Patron Manager or other CRM systems a plus
- Proficiency with MS Word and Excel a plus
- Experience working in a marketing, sales, or communications environment a plus

Position Structure + Compensation:

Position is full-time, year-round, non-exempt and includes a benefit package. Note: This position’s daily hours may fluctuate due to project schedules, but overall hours and boundaries align with work/life balance.

Position Dates and Salary:

Position is full-time year round, non-exempt (eligible for overtime) with a generous benefits package available. Salary range is $43,000 - $46,000.
Physical Demands + Working Conditions:
Work is generally performed during daytime/weekday hours. This position requires extensive
time sitting down and in front of a computer. Periodic evening or weekend work may be
required, and is generally scheduled well in advance. Position requires that the Employee will
be subject to abide by all Covid rules set forth by governmental bodies, Syracuse University, and
Stage’s collective bargaining partners.

To Apply:
We are an Equal Opportunity Employer, committed to building a culturally diverse and
equitable environment in all areas of our work, both on and offstage. Candidates who share
these core values and possess demonstrable experience advocating for equity, diversity, and
inclusion are strongly encouraged to apply. We recognize that the perfect candidate may
possess intuitive knowledge or other fully transferable skills that may relate to the key duties
and responsibilities.

Please don’t hesitate to apply and tell us about yourself by completing our online portal for
position:

Click here to complete our online application for this position
(URL: https://forms.gle/aq8yYgucoAAYnte96)

Please include a cover letter, resume, and contact information for your references. If you
experience technical difficulties or require an alternative way to apply, please contact:
hr@syracusestage.org

All applicants are reviewed by the hiring committee.