

TITLE: Marketing Manager

STATUS: Full Time, Hourly

PAY RANGE: \$28-\$30/hour

SUPERVISOR: Director of Marketing

LOCATION: Onsite, Issaquah 3 days / Work from home 2 days*

**Some projects will require onsite presence in Everett; some projects will require on site presence in either location on regularly scheduled work from home days*

APPLICATION DEADLINE: Open until filled. Submission review begins 10/31/25.

ABOUT VILLAGE THEATRE

Based in Issaquah, WA, with operations in Everett, WA, Village Theatre is a leading producer of musical theater in the Pacific Northwest. Producing entertaining, quality productions since 1979, Village Theatre has grown into one of the region's best-attended theatres, with pre-Covid numbers reflecting just over 18,000 Mainstage season subscribers and 220,000 projected total attendance each season. Through its Village Originals program, Village Theatre is nationally recognized for its contribution to the development of new musicals, having supported the creation of over 175 new works to date. Village Theatre also takes pride in nurturing tomorrow's audiences through its Youth Education programs, serving over 56,000 young people and their families annually.

DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY

Theater lies at the intersection of storytelling and community. The stories we tell represent and influence our shared human experience. We believe that to tell these stories authentically, it is essential to employ equitable practices that are inclusive of and led by a diverse and culturally rich community. Village Theatre has a responsibility to mindfully support and design the impact these stories have on the audiences we serve, the artists we engage, the students we nurture, and the staff we entrust. Centering Diversity, Equity, Inclusion, and Accessibility in our work allows us to create a storytelling space that welcomes, celebrates, and honors all people.

Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single qualification. At Village Theatre we are dedicated to building a diverse and inclusive workplace, so if you are excited about a role but your past experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyway. You may be just the candidate we are looking for!

More information about our journey to be an anti-racist organization and our DEIA Committee can be found here: <https://villagetheatre.org/deia/>

ABOUT THE POSITION

The Marketing Manager plays a pivotal role in project-managing multiple strategic campaigns for Village Theatre's year-round calendar of Mainstage productions and Youth Education programs, with particular emphasis on content creation and digital

channel management. This position is ideal for an emerging arts marketing professional who embraces both detailed organization and creative exploration; and who thrives in a dynamic, nimble, collaborative environment. The Marketing Manager supports all Mainstage production campaigns through project management (approximately 60% of work); leads marketing campaigns for Youth Education programs and productions (20%); helps steward Village Theatre's digital channels like email, social media, and blog (15%); and processes invoices for marketing-related expenses (5%).

The Marketing Manager will oversee campaign timelines using Asana project management; collaborate frequently with internal Artistic and Production teams for content creation; and coordinate often with external vendors to ensure cohesive and effective messaging and collateral across platforms. The ideal candidate will have experience in project management tools (preferably Asana), Microsoft Office Suite, Adobe Creative Suite, and Meta Business Suite. They will be detail-oriented, proactive, communicative, and comfortable juggling multiple projects with varying timelines.

PRINCIPAL RESPONSIBILITIES

1. Mainstage Project Management (*approximately 60% of work*)
 - a. Manage the timely completion of all phases of asset creation like creating workback plans, trafficking design revisions, facilitating executive reviews, coordinating vendor estimates and timelines, and keeping clear and consistent cross-departmental communication.
 - b. Collaborate internally with marketing director, graphic designers, artistic and production colleagues, and artists in each company to create assets that tell a compelling story about each production with a keen eye for brand alignment, quality, consistency, and accuracy.
 - c. Coordinate externally with videographers, photographers, media buyers, and print vendors to ensure on-budget and timely delivery of campaign materials.
 - d. Create digital assets that serve the right message to the right audience at the right time – like special offers, cast announcements, and behind the scenes content – using tools like Adobe Premiere Pro and Canva.
 - e. Compile a post-show marketing analysis for each production that collects relevant data from all members of the marketing team.
 - f. Regularly work on evenings and weekends to support opening nights, patron-facing events, lobby activations, and other Village Theatre functions as required.
 - g. Other duties as assigned.
2. Youth Education Campaign Leadership (*approximately 20% of work*)
 - a. In collaboration with the Director of Marketing and Director of Youth Education, craft and execute a segmented marketing strategy three times per year for our KIDSTAGE classes and camps in Fall, Winter/Spring, and Summer, and annually for our Village Theatre

Institute advanced training program, that aligns with our program goals and enrollment targets.

- b. Project manage the creation of a marketing asset library and digital content for each of our KIDSTAGE productions (two each in Fall, Winter/Spring, and Summer).
 - c. Manage the timely completion of all phases of asset creation for KIDSTAGE marketing materials.
 - d. Monitor campaign performance and adjust tactics to optimize engagement and conversions.
 - e. Collaborate internally across departments and with Youth Education students to create assets that promote the world-class nature of our youth education programs.
 - f. Coordinate with external partners to ensure on-budget and timely delivery of youth education marketing assets.
 - g. Attend first day of rehearsals, opening nights, family-facing events, and other Village Theatre Youth Education functions as required.
3. Digital Channel Stewardship (*approximately 15% of work*)
- a. Provide monthly updates to the Marketing team on digital channel performance like email marketing data and social media engagement.
 - b. Quickly and consistently engage with patrons via social media, replying to comments, answering messages, and flagging sensitive issues immediately to the Director of Marketing.
 - c. Create social media posts for institutional messaging like upcoming auditions, new staff announcements, currently open positions, etc.
 - d. Monitor trending digital content and recommend opportunities for Village Theatre to optimize in alignment with our brand and strategies.
 - e. Monitor internal idea box for content suggestions from staff colleagues, bringing suggestions to the marketing team for consideration.
4. Payment Request Creation/Expense Tracking (*approximately 5% of work*)
- a. Track marketing-related campaign expenses and create Payment Requests for the Finance office in a timely manner.

YOUR SKILLS AND EXPERIENCE

- 3+ years of experience with increasing responsibility in marketing / communications, or comparable life experience, preferably in theater or the performing arts and/or with an emphasis in content creation / digital channels.
- A proven and demonstrable track record in managing multiple projects simultaneously in a high-volume environment (agency experience is a plus).
- Proficient copy writing and intermediate video editing skills, particularly for digital channels like email, social media, and web/blog.
- Self-motivated, highly efficient, and meticulous with accuracy.
- Genuine commitment to interpersonal engagement with a history of cultivating authentic relationships with internal colleagues and external stakeholders.

- Strong proficiency in, or demonstrated facility to learn, software for marketing like Asana, Adobe Creative Suite, Meta Business Suite, Dotdigital, and MS Office.
- Experience with CRM systems such as Spektrix, or the facility to learn these platforms with demonstrated experience in database work.
- Active commitment to advancing anti-racism, diversity, equity, inclusion, and accessibility through a dedicated practice of learning and personal accountability.

COMPENSATION

Hourly for this position is \$28-\$30.

Additionally, Village Theatre offers a comprehensive benefits package including Medical, Prescription, Dental & Vision Insurance; 403 (b) Retirement Plan with employer match; paid Vacation, Holidays, and Sick time; Flexible Spending Account; Life and AD&D insurance. Additional information, such as waiting periods and premium rates, will be made available to final candidates.

APPLICATION INSTRUCTIONS

Village Theatre is committed to equitable hiring practices that center the matching of skills, interests and learned experience over education requirements and previous employment. All applications will be redacted to provide anonymity for the candidate, then reviewed by a diverse hiring committee consisting of at least three individuals. The committee will create a rubric for assessment using the criteria from the job description. The committee will make recommendations on who should move on to the interview process based on the assessment.

All qualified applicants are encouraged to apply and will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, marital status, national origin, genetic information, disability, age, veteran status, or any other protected status.

Candidates who are asked to interview can expect a conversational, non-confrontational environment focused on questions that speak to experiences. We wish to remove any barriers to interviewing for our candidates and as such, interviews can be in person or over zoom, and at a time of day that works for the candidate. If you are invited to participate in the selection process and need ADA accommodation, please notify HR at resumes@villagetheatre.org.

To apply, please e-mail your resume and cover letter to: resumes@villagetheatre.org with “**Marketing Manager**” and your last name in the subject line. PDF Format is preferred. No phone calls, please.