Marketing Assistant Job Description
Status: Full Time/Benefits Eligible/Exempt
Reports to: Digital Marketing Manager

POSITION OVERVIEW
Two River Theater (TRT) seeks a creative, forward-thinking Marketing Assistant to assist in the Marketing Team’s overall efforts to grow Two River Theater’s online presence, patron base, and role in the local community and world at large.

Reporting to the Digital Marketing Manager, the Marketing Assistant exercises their left brain as much as their right to assist in a broad range of activities to support the work of Two River Theater.

ABOUT TWO RIVER THEATER
Two River Theater produces a theatrical season that includes American and world classics, new plays and musicals, programs for young people, and festivals of new work. Each year, we also offer 40+ events that reflect our diverse community of Red Bank, New Jersey. Two River produces work on two stages—the 350-seat Rechnitz Theater, and the flexible 110-seat Marion Huber Theater. The theater’s recently opened Center for New Work, Education and Design is a three-story facility that includes two rehearsal studios, artist labs, classrooms, expanded shops and centrally located offices. Two River Theater has commissioned and premiered original projects including *Be More Chill* by Tony Award nominee Joe Iconis and Joe Tracz (the theater’s first Broadway production) and *Hurricane Diane* by former Playwright-in-Residence Madeleine George (which won an Obie Award for its Off-Broadway run). In June 2019, Two River was nationally recognized by USA TODAY as one of “10 great places to see a play” across the U.S. Two River serves thousands of students and community members through arts and humanities programs at the theater, in schools and throughout its region. Two River Theater is led by Artistic Director Justin Waldman and Managing Director Nora DeVeau-Rosen and was founded in 1994 by Joan and Robert Rechnitz.

MISSION
We create great American theater by developing and producing new works and world masterpieces that most richly direct our gaze to the life of the human spirit. We cultivate an audience that cherishes the intimate joy of theater, enriched when shared by a community of others.

VISION
To be a theater whose work contributes to the canon of world theater and is a vital cultural resource for our community.
Two River Theater is dedicated to the goal of building an equitable and culturally diverse work environment and strongly encourages applications from members of underrepresented groups. We encourage all candidates to apply, even if they do not currently meet all qualifications. We know there are great candidates who may not have all the qualifications listed above but possess intuitive knowledge or other fully transferable skills. If that's you, don't hesitate to apply and tell us about yourself.

**POSITION HIGHLIGHTS:**

**General**
- Perform all work in a manner that is consistent with Two River’s core values, including [our commitment to Equity, Diversity and Inclusion (ED&I)](ED&I).
- Collaborate with the Marketing team and cross-departmental colleagues to ensure projects are completed on time and on budget.
- Assist with the planning and execution of all virtual and in-person marketing events.
- Assist with tracking of marketing expenses and coordination of vendor payments.
- Track, analyze and report the success of campaigns and events.
- Other duties as assigned within the Marketing department.

**Website**
- Assist in day-to-day upkeep of the theater’s WordPress website, including updating text, links, photos, embedded videos, uploading documents and forms and maintaining SEO.
- Assist in building landing pages, event pages and organizing content, menus and media.
- Work with the Digital Marketing Manager and Two River’s web development firm, Substrakt, to continue implementing new and improved layout and functionality features across the site.
Assist with the implementation and maintenance of accessibility features and functionality across the site

**Email**
- Manage the fulfillment of Two River’s monthly donor newsletter, The CURRENT, in collaboration with the Development department.
- Fully shepherd all Development, Education and Rentals email campaigns.
- Build brand-compliant cross-departmental emails and schedule for deployment.

**Social Media**
- Assist with copywriting and posting content. Current platforms include, but are not limited to: Facebook, Twitter, Instagram, YouTube, LinkedIn and TikTok.
- Create eye-catching social and web graphics using online design tools like Canva or Adobe Creative Suite.
- Engage with Two River’s community across social media platforms, and moderate comments and interactions on Two River’s posts and pages.
- Compile and interpret social media data to report on with Digital Marketing Manager and Director of Marketing.

**Photo & Video**
- Assist with the creation of promotional videos and photoshoots.

**Data & Reporting**
- Work within our CRM system, Spektrix, to build customer lists, upload emails to new and existing customer lists and tags and run patron reports.

**COMPETENCIES & SKILLS:**
- Nonprofit marketing experience preferred, with a focus on email drafting and segmentation.
- Ability to create all content with a voice in line with the mission of the institution and by following brand guidelines.
- Proficiency in WordPress, CMS, MS Office and Adobe Creative Suite.
- A high degree of organization, attention to detail, ability to work cross departmentally and manage deadlines.
- Positive can-do attitude.
- Ability to work on select weekday evenings and weekends required.
- **We encourage all candidates to apply, even if they do not currently meet all qualifications. We know there are great candidates who may not have all of the qualifications listed above but possess intuitive knowledge or other fully transferable skills. If that’s you, don’t hesitate to apply and tell us about yourself.** Two River Theater is committed to on-the-job training and mentorship.
Compensation: $43,000 - $45,000. Benefits package includes medical, dental and vision insurance, flexible spending accounts, paid vacation, personal time, a 403 (b) retirement plan, EAP program, and flexible in-office work options.

To Apply: Candidates should submit a cover letter (include where you saw this job posting), detailed resume, list of 2-3 references and multimedia work samples to Heather Thompson, Digital Marketing Manager at hthompson@trtc.org. No phone calls please.

Subject line should read: Marketing Assistant

TRT is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer offering competitive salary and full benefits. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.