

## POSITION OVERVIEW

A Noise Within seeks a **Marketing Associate** to support the theatre's **digital marketing, content creation, and audience engagement efforts**. This position is ideal for a creative and detail-oriented individual who has **strong social media and design skills, experience with email marketing, and an interest in performing arts marketing**.

The Marketing Associate reports to the **Director of Marketing & Communications** and plays a key role in executing **multi-channel marketing campaigns** to drive ticket sales, audience growth, and community engagement.

## KEY RESPONSIBILITIES

### *Email Marketing & Communications*

- Build and schedule **email campaigns** (newsletters, promotions, show announcements)
- Design visually compelling emails using **Canva and email marketing tools**
- Track email **performance metrics** and recommend optimizations

### *Social Media & Content Creation*

- Create **short-form video content** for digital channels (**TikTok, Instagram Reels, YouTube Shorts, etc.**)
- Schedule and publish content across **Facebook, Instagram, X (Twitter), and YouTube**
- **Monitor and engage** with user-generated content, audience comments, and community discussions
- **Edit and enhance** social media posts, including **videos, reels, and images**
- Stay up to date on **trends and best practices** for digital engagement

### *Graphic Design & Branding*

- Design **social media graphics, web banners, and promotional materials** using **Canva**

- Assist with the creation of **printed marketing materials** such as postcards and playbills
- Ensure all content follows ANW's **brand guidelines and voice**

### ***Campaign Strategy & Analytics***

- Attend **Marketing & Communications meetings** and contribute to campaign planning
- Track **social media and email performance** and provide insights for improvement
- Research audience engagement trends and help develop new marketing strategies

### ***Community & Audience Engagement***

- Assist with audience development initiatives, including outreach and partnerships
- Support the **Group Sales Coordinator** in identifying opportunities for group sales
- Help execute in-theatre **marketing activations and patron engagement efforts, some weekends and evenings required**

## **QUALIFICATIONS**

- **1-3 years** of experience in **digital marketing, social media, or communications** (preferably in a cultural or performing arts organization)
- **Proficiency in Canva** is required for creating graphics and content
- **Experience in email marketing tools** (Mailchimp, Constant Contact, or similar)
- **Strong social media editing skills** for video and photo content
- Familiarity with **Google Analytics and Meta Business Suite** is a plus
- Excellent **copywriting and proofreading skills**
- Detail-oriented with **strong organizational skills** and ability to meet deadlines
- Passion for **theatre, the arts, and storytelling**
- **Physical Requirements:**
  - Ability to lift equipment or boxes up to 25 lbs
  - Several hours of standing and active work may be required

Salary of \$45,000 - \$47,000 annually commensurate with experience, health benefits and retirement savings plan matching included. To apply, please send a cover letter describing why you are a good fit for the position and current resume to: [careers@anoisewithin.org](mailto:careers@anoisewithin.org). Please include "Marketing Associate" and your last name in the subject line.

