



Graphic Designer/Marketing Associate Job Description

Position: Graphic Designer/Marketing Associate
Position Status: Full-time Exempt
Reports to: Director of Communications
Salary: \$37,000 with exceptional benefits (see below)
Updated: February 28, 2020

Adventure Theatre (ATMTC) is committed to dismantling structures that may prevent ALL people from applying for employment with us.

ATMTC celebrates the glorious richness of our world by cultivating Equity, Diversity, and Inclusivity as they inspire the creativity that nurtures great art, artists, and audiences.

ATMTC is looking for a graphic designer who has the ability and interest to fulfill the role of Marketing Associate. The majority of the work will be in Graphic Design, Brand Maintenance, Social Media and working with the Customer Relationship Software (Tessitura/TNEW). Candidates should have a strong ability in graphic design and/or illustration, a curiosity about marketing statistics, and an interest in entertainment for young audiences.

General work hours are Monday-Friday 9:30 am – 5:30 pm, with occasional evening and weekend work. Schedule allows for outside projects that do not impact the core responsibilities of the job.

The Marketing Associate reports to the Director of Communications (DOC).

Graphic Design

- Work with other departments in alignment with the marketing strategy to oversee all content creation and distribution including collateral materials, social media, video, graphics, and advertising;
- Work with DOC on the messaging and overall feel for the materials;
- Maintain the logo and style guide for the organization; Update as needed;
- Develop multiple brand-based looks for the season between the different ages or the different departments;

Digital Media

- Manage the online content to be in alignment with the overall marketing strategies including but not limited to Website and Social Media
- Maintain Ticketing software's (Tessitura) web component;
- Oversee/implement web maintenance as needed;
- In coordination with DOC, develop and implement email campaigns and include testing to increase open rates;
- In coordination with DOC, develop and implement social media presence;
- Continuously identify and evaluate new opportunities in digital media;

Marketing

- Assist with negotiations in media buying, placements, and rates for all print and advertising;
- Maintain and report about budget line-items including printing, advertising, and postage;
- Oversee tracking systems for all campaigns to guide improved analytics to determine which campaigns are effective and guide better decision making on future campaigns.
- Develop easy to interpret internal reports for tracking results and work with the Patron Services Department to ensure they're reported correctly;
- Other duties as assigned;



Qualifications

- Demonstrated positive attitude and self-directed with a strong work ethic;
- Excellent verbal, written, organizational and interpersonal skills;
- Demonstrated ability in graphics, digital media, marketing, and content creation;
- Proficiency in Adobe Creative Suite and content management software;
- Ability to work on a variety of projects simultaneously;
- Ability to train others in software;
- Demonstrated attention to detail;
- Clearance to work with minor children via Federal and State Background Check; and
- Demonstrated ability in Budget Management.
- Previous experience with Tessitura a Plus
- Previous experience with photography/videography a plus

This is a full-time salaried position with full benefits.

Highlights of our benefits include:

- 100% Individual Health Care Premium
- 100% Individual Dental & Vision
- 403 b Match
- Unlimited Leave

To Apply:

Please submit by any means that you would like (letter, video, video letter, resume, portfolio, etc.) that best represents you and your work. Include and highlight any skills or experiences you think would be most crucial to this position. Feel free to mail, email or drop off your submission.

Email: Amanda Bradley, Ab Bradley@adventuretheatre-mtc.org,

Mail or Drop Off: Adventure Theatre @ Glen Echo Park, 7300 MacArthur Blvd, Glen Echo, MD 20812
ATMTC is an EOE.