



Lookingglass Theatre Company  
December 2017  
Full Time / Non-Exempt Position  
Some weekend and evening hours  
**MARKETING COORDINATOR**

## **Company Overview**

Lookingglass Theatre Company, a midsized not-for-profit theatre in Chicago, seeks a full time Marketing Coordinator.

Lookingglass Theatre Company is home to a multi-disciplined collective of artists who create original, ensemble driven theatre told through visually rich and evocative story telling. Lookingglass has staged 64 world premieres and continues to share its mission to change, charge, and empower audiences and artists alike, redefining the limits of the theatrical experience. Through Education and Community programs, Lookingglass encourages creativity, teamwork, and confidence, engaging thousands of students and community members each year. Since moving into a permanent home in Chicago's historic Water Tower Water Works in 2003, Lookingglass has received numerous awards including the American Wing's Tony Award® for Outstanding Regional Theatre (2011) and the MacArthur Award for Creative & Effective Institutions (2016).

## **Summary of Position**

The Marketing Coordinator plays a pivotal role in all single ticket and subscription campaigns, external communications, and audience development initiatives. As a member of the marketing department, the Marketing Coordinator reports to the Director of Marketing and works closely with the Graphic Designer, Associate Director of Audience and Accessibility Services, Group Sales and Marketing Associate, and several external consultants (publicity firm, ad agency, photographers, videographers, web developers); hires and supervises department interns; plans and executes marketing events; and contributes to projects for the Artistic, Development and Education Departments.

## **Primary Duties and Responsibilities**

*In consultation with the Director of Marketing*

### Advertising & Promotions

- Coordinate execution and fulfillment of ad campaigns with ad agency and Graphic Designer.
- Manage promotional collateral distribution campaign.
- Maintain and organizes press clippings and media files with department intern.
- Assist Development Department in reporting on corporate sponsor visibility and digital campaigns as needed.
- Schedule and assist with department photo/video shoots as necessary.
- Create/manage campaigns in Google AdWords.

### Promotional Partnerships

- Initiate and maintain promotional partnerships, including restaurant partners.

### Events

- Plan, organize and execute marketing events, including press openings, season kick-off event and Theatre Night Out. Provides on-site support for Insider's Night and other marketing/Lookingglass events.
- Represent the company with the highest level of professionalism at public events as needed.

### Database and Box Office

- Manage direct mail lists for mailings and fulfill list trade requests from other organizations via TRG and Total Info CRM database.
- Work closely with box office staff in maintaining discount codes, offers, and ticket mailings.
- Analyze and report on patron and survey data on an ongoing basis with department intern.

## Finance and Operations

- Hire and manage department interns, including reviewing resumes, interviewing candidates, assigning/tracking daily tasks, and evaluating interns.
- Manage department invoices, finance tracking and reporting.
- Assist with department budgeting and strategy.
- Perform general administrative tasks and other duties as assigned.
- Work with leadership on planning and facilitating Lookingglass Associates Board activities.

## Institutional Publications and Communications

- In collaboration with Graphic Designer, manage Footlights program content, layout, proofing, and ordering.
- Create copy for marketing collateral, such as brochures, on-site signage, and posters/rack cards for distribution.
- Assist Graphic Designer in enforcing consistent branding of documents across the company.

## Website and Email

- Manage email campaigns including schedule, strategy, copywriting, layout in MailChimp, and reporting.
- Maintain website copy and content via WordPress.
- In collaboration with HMS Media, create promotional videos.
- Manage all social media platforms, including Facebook, Twitter, Instagram, and YouTube. Create new and engaging content across all sites.

## Education and Community Engagement

- Work with the Education Department to develop a marketing strategy and plan for their needs to market camps and classes.
- Manage execution of Education Department marketing campaign.

## Qualifications

- Bachelor's Degree in marketing, communications, business or non-profit administration preferred.
- 1-3 years of professional experience, non-profit/arts administration a plus.
- Some proficiency with HTML and knowledge of web content management systems (e.g. WordPress) and email marketing clients (e.g. MailChimp) preferred.
- Experience with Adobe Creative Suite, Google AdWords, and Total Info CRM database a plus.
- A collaborative spirit, creative mind and sense of humor.
- Excellent project management skills and ability to work within tight deadlines, sometimes with short notice, often with limited resources.
- Outstanding written and verbal communication skills.
- Ability to manage, delegate and prioritize projects.
- Attention to detail, ability to incorporate feedback from multiple parties and handle criticism.
- A passion for live theater and the arts preferred.

Staff members at Lookingglass Theatre Company share the core values of the company:

### **Collaboration**

Lookingglass has always believed that the power of the whole is greater than the sum of its parts. We see immense value in group history and experience, a collective vision, the dynamics of teamwork and the importance of leadership within that collaborative construct.

### **Transformation**

Transformation is certainly at the core of all theatre and particularly vital to Lookingglass. It is reflected in the Lookingglass Mission Statement...*to change, charge and empower.*

### **Invention**

Lookingglass seeks to redefine the limits of theatrical experience. The ensemble uses multi-disciplined arts training and an ambition for innovation to invent new ways to develop and tell stories.

Position is full-time salaried with competitive benefits package. Lookingglass is an equal opportunity employer. Salary is commensurate with comparable non-profit positions and experience.

**To apply, please send cover letter, resume, and salary requirements and/or history to Michele Anderson, Interim Managing Director, manderson@lookingglasstheatre.org with the subject line "Marketing Coordinator." No phone calls, please.**