

**Digital Marketing Coordinator**

The American Theatre Guild is a dynamic 501(c)(3) nonprofit organization and the largest touring Broadway presenter in the nation. We proudly bring the magic of Broadway to fourteen markets across the country! Our mission is the key to what drives our organization. We are dedicated to providing the experience of live theatre to foster passion, inspire creativity and empower youth within our communities. Our passionate team strives to share the transformative power of live theatre with our patrons and nurture the artists of tomorrow.

**Job Duties:**

* Assist in the development, execution, and optimization of paid campaigns across channels including Meta (understanding of promoted posts, events, etc.), Google Search, Display, OTT and others.
* Monitor campaign performance dashboards internally and externally with partners and make real-time adjustments to optimize ROI and meet KPIs.
* Set up tracking (e.g., UTM parameters, pixels, conversion tracking).
* Support in auditing digital campaign spending to make sure performance is on track the duration of the campaign.
* Oversee Google Grants and Google dashboard.
* Coordinate with creative teams to develop compelling ad creatives (copy, visuals, videos).
* Collaborate in developing brief, sales-driven copy to increase awareness of shows in specific markets including, conducting keyword research, A/B testing, and competitive analysis to improve ad relevance and performance.
* Assist the Digital Marketing Manager in approving invoices and digital campaign expenses.
* Provide data-driven insights and recommendations to improve campaign effectiveness for both single and season campaigns.
* Collaborate with additional marketing teams to ensure digital works hand-in-hand with traditional media, email, social media communications & community driven sales efforts.
* Stay current on digital marketing trends, best practices, and platform updates.

**Knowledge, Skills & Abilities**

* Knowledge in optimization and various platforms including Meta, Display, Streaming TV, PreRoll, Search, etc
* Experience in adding audiences and setting up campaigns within Meta Business Suite
* Experience in pixel placement
* Proficient with Microsoft Office Suite or related software.
* Strong understanding of digital marketing metrics and analytics.
* Proficiency in Excel/Google Sheets; experience with Google Analytics
* Thrive in a fast-paced collaborative environment with a high-volume workload often requiring short turnaround times.
* Excellent verbal and written communication skills.
* Excellent organizational skills and attention to detail.
* Excellent communication, time management, and organizational skills.
* Easily adaptable to ever-changing marketing practices within the Broadway Touring Industry and individual markets’ needs.

**Working Conditions & Physical Demands:**

* The employee is often required to sit and use their hands and fingers, to handle or feel and to manipulate keys on a keyboard for up to 8 hours a day.
* The employee is often required to stand, walk, reach with arms and hands, climb or balance, and to stoop, crawl, kneel, or crouch.
* This position requires working indoors with controllable environmental conditions and temperature.
* This position requires the employee to talk and hear. Requires face-to-face discussions with individuals and teams, opportunity to make decisions without supervision, mistakes are not easily correctable and have serious consequences that impact the results of co-workers, customers or the company.
* Vision abilities required by this job include close vision.
* Employee will spend prolonged hours in front of computer screens.

**While this is a remote position, the candidate must reside in one of the following market areas: Birmingham, Colorado Springs, Kansas City, Lubbock, Toledo, or Wichita.**

**Benefits Include: PTO days, paid holidays, parental leave, SIMPLE IRA contributions and generous employer contributions to health, dental, and vision insurance premiums.**

**FLSA:** Non-Exempt

**DISCLAIMER:** This job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position, and in no way states or implies that these are the only duties to be performed by the employee occupying this position.  These duties are subject to change at the discretion of Management. Employees will be required to follow and perform any other job-related instructions and duties in compliance with Federal and State Laws.  All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities.  To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently.  Continued employment remains on an “at-will” basis.