

Monday, October 29, 2018

Marketing Coordinator, LUMBERYARD Center for Film and Performing Arts

Company: LUMBERYARD Center for Film and Performing Arts

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About Lumberyard

LUMBERYARD Center for Film and Performing Arts is a women-led 501(c)(3) non-profit. In September 2018, LUMBERYARD opened a state-of-the-art center for film and performing arts in New York's Hudson Valley.

Grounded in an artist-first mission and strong social-impact programming, Lumberyard is known for its acclaimed technical residency program. Over seventy performing arts companies have enjoyed critical support before premiering in NYC at leading institutions (BAM, Joyce, City Center, Lincoln Center, etc.).

In addition, Lumberyard runs three signature youth-facing programs: YOUNG PERFORMERS, free after-school movement and performance classes; JUNIOR CREW, which provides internships for at-risk adolescents and high school students to learn about all facets of artistic administration and production and earn a summer wage; and FRESH START, a one-of-a-kind performing arts intervention curriculum dedicated to promoting self-expression and confidence among incarcerated teenagers.

Equally central to Lumberyard's day-to-day operations is its rentals business, with a state-of-the-art purpose built soundstage for film, tv and commercial productions as well as a burgeoning wedding/events business. Lumberyard's model is based on a robust rental income stream to subsidize its core artistic and community programming.

The Opportunity

Lumberyard is seeking a Marketing Coordinator to facilitate strategic and tactical marketing and PR initiatives, working closely with the Heads of Marketing and Business Development on a broad range of deliverables, including print, digital and customer/client relations.

The Marketing Coordinator must be a resourceful, highly motivated, self-managing individual who possesses strong project and organizational skills to operate effectively in a deadline-driven environment.

Responsibilities

Field and track marketing requests for executive team, Head of Marketing and Director of Business of Development.

Serve as a primary contact for project requests, clarifying and translating needs into actionable tasks in project management tool (Asana).

Coordinate the development, creative, proofing, production, and tracking for all marketing projects (print, digital, swag, etc.) to ensure milestones are achieved in a timely manner.

Manage timelines, including the communicating of status and apprising team of potential issues as they arise so that stakeholder expectations are always appropriately managed.

Prepare material, collateral and products for all meetings (internal and external) and events.

Support radio, print and digital advertising ad buys with administrative support and coordinate delivery of necessary assets, in close collaboration with design team.

Liaise with swag and printing vendors, in close collaboration with design team.

Manage Marketing and Editorial Calendars and generate relevant social media, newsletter, and blog content.

Provide department support for meetings, conference calls, etc.

Maintain and update competitive landscape, including program advertising costs, ticketing pricing, and competing venue rental costs across the organization's various business lines.

Ticketing support for Box Office as needed.

Track and report expenses.

Ad hoc tasks.

Qualifications

3 years prior experience in a Marketing role in one (or more) of the following sectors: theater/performing arts,

weddings/events/conferences/conventions, and/or film/television production

A superior knowledge of Microsoft Word, Excel, and PowerPoint, and Outlook

A superior knowledge of email tools such as Constant Contact

Strong understanding of key social media outlets and effective advertising methods inclusive of digital assets

Knowledge of Photoshop and other basic graphic platforms

Knowledge of ticketing software/systems (we use Ovationtix) is a bonus

Outgoing, with excellent communication/interpersonal skills, written & verbal skills

Ability to work well under pressure/manage multiple tasks simultaneously

Ability to work with third party vendors to achieve a common goal

Fast learner & creative problem solver

A habit of double checking work, with unprompted follow-through

Apply by sending your resume and cover letter to jobs@lumberyard.org.

LUMBERYARD Center for Film and Performing Arts

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