

Marketing Manager

Fresh Ink is looking for a motivated, energetic collaborator to join our company! The Marketing Manager is an integral part of the Fresh Ink staff, working closely with the Managing Director, Artistic Director, and Public Relations Strategist to cultivate audiences and communicate the company’s story.

The Marketing Manager should possess a high level of confidence and have experience in marketing, communications, graphic design, and/or public relations, preferably in a non-profit setting. The Marketing Manager must be proactive and highly organized, detail-oriented, and work well on a deadline. They should also have excellent writing and copyediting skills, working knowledge of Adobe Photoshop and InDesign, and a strong understanding of social media. Familiarity with MailChimp and/or Squarespace is ideal, but not required.

Responsibilities

General Company Marketing

* Increase the size of Fresh Ink’s audience base and generate ticket sales to productions and events
* Manage a calendar/timeline of all marketing initiatives and strategies
* Seek out and establish new marketing opportunities for productions and events
* Generate and implement content and visuals for website, social media, and email newsletters
* Collect and maintain audience data and newsletter contacts
* Help represent Fresh Ink at industry & community events (StageSource Expo, etc.)
* Organize and maintain archive of production and event photos

Production Marketing and Support:

* Coordinate creation & printing of all marketing collateral (bookmarks, posters, pins, etc.)
* Work with Company Manager to implement production discount codes/offers
* Create and foster group sale relationships in partnership with Community Engagement Coordinator
* Coordinate photos for each production

General Staff Participation:

* Attendance at twice-monthly staff meetings, and occasional event-specific meetings as requested
* Attendance at readings, workshops, and production runs as requested
* Support with house management and box office during runs as needed
* Participate in the planning of events throughout the season, including Ink Spot readings, the Season Kick-Off Party, and the Mad Dash 24-hour Play Festival

HOW TO APPLY

Please send a resume and cover letter to jobs@freshinktheatre.org detailing your experience and interests, and why you would be a good fit for Fresh Ink.

Please note that this position, like all Fresh Ink staff positions, is a volunteer role.

ABOUT FRESH INK

Fresh Ink Theatre Company is committed to developing new work with theatre artists in the New England area. We seek to empower writers with the tools to craft plays that showcase their creative vision, and we challenge the Boston community to engage in the evolution of dynamic new work as it transforms from first draft to first production, and beyond.

We value artistic excellence, institutional transparency, community involvement and ongoing collaboration.