

<b>Job Title:</b>	Marketing Specialist		
<b>Department/Group:</b>	Shoestring Theatre, Inc.		
<b>Location:</b>	380 South Goodwin St. Lake Helen, FL 32744		
<b>Level/Salary Range:</b>	\$100 a week +10% commission on sponsor subscriptions and advertisements Probationary Period includes 1 <sup>st</sup> and 3 <sup>rd</sup> show campaigns	<b>Position Type:</b>	Part-Time Due dates to be provided by board
<b>Job Description</b>			
<p><b>Role and Responsibilities</b></p> <p>Shoestring Theatre, Inc. is in search of an energetic, self-motivated individual who is passionate about Shoestring’s mission, has exceptional customer service skills and is able to work with and maintain relationships with Shoestring vendors and volunteers. Key Responsibilities include:</p> <ul style="list-style-type: none"> <li>• Create and Implement Board approved annual marketing and advertising campaigns</li> <li>• Coordinate volunteers to ensure the creation of programs, posters, brochures, newsletters, social media activity, and promotional items for each show and that the above are completed in a timely manner and in line with established branding concepts.</li> <li>• Identify and solicit program sponsors (both individual and advertisers)</li> <li>• Work with directors and Board to coordinate advertising campaign for each show</li> <li>• Compose and disseminate Newsletter; working with Board and show directors in developing content</li> <li>• Identify advertising opportunities for Shoestring Theatre (promotional magazines, news, and media outlets)</li> </ul> <p><b>Qualifications and Education Requirements</b></p> <p>Experience in Marketing, Graphic Design; Non-Profit Management, or a closely related field; positive customer service references; ability to self-motivate; dependable; time management; and professionalism.</p> <p><b>Preferred Skills</b></p> <p>Knowledge and passion for Shoestring theatre and its mission.</p> <p><b>Mission:</b></p> <p>The Shoestring Theatre Inc. Mission is to provide live theatre and music to entertain, inspire, and enrich the community; to encourage youth and adult participation, to provide educational opportunities through a variety of theatrical experiences both on and off the stage, and to encourage volunteerism.</p>			
<p><b>Interested Applicants: Email resume and 3 professional references to</b>  <b>info@shoestringtheatre.net</b></p>			

