



## Marketing Assistant

**Vero Beach Theatre Guild**

**Reports to:** Head of Marketing

**Status:** Part-time (occasional evening availability required)

### **Position Overview**

The Marketing Assistant supports the execution of marketing initiatives for the Vero Beach Theatre Guild across digital, print, and in-person channels. This role focuses on content production, technical execution, and ongoing maintenance tasks that help keep marketing operations running smoothly.

The ideal candidate is organized, creative, detail-oriented, and comfortable working in a fast-paced, arts-driven environment.

### **Primary Responsibilities**

#### **Photography & Video Support**

- Coordinate and execute **cast headshot sessions** at first rehearsals using established lighting and backdrop standards
- Assist with or lead **promotional photo shoots** following creative direction provided
- Capture additional rehearsal and behind-the-scenes content as needed
- Edit video content, including:
  - Sizzle reels (under direction of Head of Marketing)
  - Social media video assets (Reels, TikTok's, Shorts)
- Organize and maintain photo/video assets in Google Drive

#### **Social Media & Digital Content**

- **Support & Assist in the creation of social media graphics and short-form content for:**
  - Show promotion
  - Classes and camps
  - Memberships and subscriptions
  - Special events and appeals
- Schedule approved posts across platforms (Instagram, Facebook, TikTok, YouTube, as applicable)
- Support cast social media initiatives (takeovers, BTS content, liaison uploads)
- Help monitor engagement and flag high-performing content

## Website & Automation Maintenance

- Keep the **Wix website** up to date:
  - Remove past shows
  - Update upcoming productions, classes, auditions and events
  - Assist with basic page edits and image swaps
- Set up and maintain **email automations in Ludus**, including:
  - Pre-event reminders
  - Post-event thank-you emails
  - Anonymous survey emails
- Assist with building and testing segmented email campaigns as directed

## Community Outreach & Calendars

- Keep **community calendars and event listings** updated (online and print-based)
- Assist with submitting show listings to partner organizations and local media outlets
- Draft and distribute press releases for productions, classes, and special events to local media outlets following established templates and timelines
- Support distribution of posters and flyers throughout town:
  - Coordinate printing
  - Track placement locations
  - Assist with restocking as needed

## Print & Production Support

- Assist with **poster, flyer, and program-related printing logistics**
- Coordinate with print vendors (Minuteman Press, etc.) under direction
- Help proof materials for accuracy before print deadlines

## Administrative & Team Support

- Assist with organizing marketing timelines and checklists
- Support the Head of Marketing with project prep, research, and task execution
- Help ensure brand consistency across platforms and materials
- Attend select rehearsals, dress rehearsals, and events for content capture

## Qualifications

- Strong interest in marketing, communications, theatre, or arts administration
- Experience with:
  - Canva and Adobe (Lightroom, InDesign, Photoshop, etc.)
  - Social media platforms (Facebook, Instagram, YouTube, TikTok) and trends
  - Photography and video editing skills
  - Audio recording experience (Voice-overs)
- Familiarity with Wix, email platforms, or ticketing systems is a plus (training provided)
- Strong organizational and time-management skills
- Ability to work independently while following creative direction
- Comfortable working some evenings and weekends during show weeks

## What Success Looks Like

- Marketing assets are delivered on time and organized
  - Website and calendars remain accurate and current
  - Social media content is consistent, visually strong, and timely
  - Head of Marketing is freed up to focus on strategy, partnerships, and high-level campaigns
  - The Guild's marketing presence feels polished, active, and cohesive
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Pay is monthly at a range of \$1,000 - \$1,700, dependent on candidate qualifications and experience. The position will work directly with the Guild's Head of Marketing. Position can be remote, but will be required to be at the theatre at times for photography, video, performances, and any special events/meetings.

Vero Beach Theatre Guild is the longest-running Community Theatre on the Treasure Coast, celebrating 68 years. The Guild is committed to creating a welcoming and inclusive space for all artists. We encourage applicants of all races, ethnicities, gender identities, body types, abilities, and backgrounds to apply.

To apply, please send a resumé and supplemental materials, including a cover letter and any examples of work, to [dee@verobeachtheatreguild.com](mailto:dee@verobeachtheatreguild.com) and [ben@verobeachtheatreguild.com](mailto:ben@verobeachtheatreguild.com)

Position will start as soon as a qualified applicant is found.