Marketing & Communications Coordinator

Part-Time | 5-10 hours per week, average
Hourly, Non-Exempt | $22–$25 per hour, depending on experience
Reports to: Executive Director
Location: Valley Theatre Company, Ellensburg, WA – Remote and Local Venues
Schedule: Flexible, with some evening/weekend availability around productions and special events

To apply: Please send resume and cover letter to info@valleytheatreco.org. (Optional addition to include portfolio or work samples)

Position is open until filled.

About Valley Theatre Company

Valley Theatre Company is a community theatre serving Ellensburg and the Kittitas Valley. We are a volunteer-driven organization presenting 4-6 theatrical productions annually and community programming for local audiences. Our organization operates with a small professional staff supported by dedicated volunteers, contractors, directors, performers, and production teams.

We are looking for a creative, organized, and self-directed **Marketing & Communications Coordinator** to help us strengthen our public presence, engage audiences, and build sustainable systems for marketing and patron communications.

This is an ideal position for someone who enjoys both **creative work and practical organization**—someone who can design a beautiful show graphic one day and clean up a mailing list or update a website the next day.

Position Summary

Working closely with the Executive Director, this position will lead and coordinate VTC's Marketing Committee and oversee the organization's day-to-day marketing and communications activities. The **Marketing & Communications Coordinator** will organize committee activities, facilitate collaboration among marketing volunteers, production teams, and other contributors, and develop and implement marketing materials and communications across digital, print, and audience-facing channels. Responsibilities include maintaining the theatre's website and social media presence, producing e-newsletters, and helping maintain the organization's customer relationship management (CRM) and donor/patron databases.

The successful candidate will be comfortable working independently, managing multiple deadlines, communicating with volunteers, and bringing consistency and professionalism to the theatre's public-facing materials. Valley Theatre Company operates in various local venues for its productions, and all administrative work is handled remotely. A reliable personal computer and internet are required; not provided by Valley Theatre Company.

Primary Responsibilities

Marketing & Communications

- Execute and coordinate marketing plans, timelines, and communications calendars for productions and major programs. Marketing plans are developed in collaboration with the Executive Director.

- Create promotional graphics and materials for digital and print use, including social media, posters, postcards, flyers, and digital advertisements.
- Write, edit, and proofread promotional and informational content while maintaining consistent VTC branding and messaging.
- Manage VTC's social media presence, including content planning, creation, scheduling, and posting. This may average 2-3 posts per month in off months, and up to 2-3 posts in weeks leading up to productions and events.
- Coordinate publicity, including press releases, local media outreach, and community promotion.
- Coordinate advertising and sponsorship materials and fulfillment in collaboration with the Executive Director and production teams.
- Gather and organize production information, photographs, bios, headshots, and other materials needed for promotion.

Marketing Committee Leadership & Coordination

- Coordinate with the VTC Marketing Committee, including organizing meetings, developing agendas, facilitating discussion, and following up on committee priorities and action items.
- Provide direction, organization, and continuity for the committee's marketing initiatives, ensuring volunteer efforts align with VTC's overall marketing plans, branding, and organizational priorities.
- Identify opportunities for volunteer involvement and delegate or coordinate marketing tasks among committee members and other volunteers based on their interests, skills, and availability.
- Serve as the primary point of contact between the Marketing Committee, Executive Director, production teams, and other organizational volunteers.
- Coordinate with production marketing representatives and volunteers to ensure consistent messaging, timely promotion, and effective communication across productions and programs.
- Help recruit, welcome, and engage marketing volunteers in collaboration with the Executive Director.

Website & Digital Communications

- Maintain accurate, timely content on the VTC website, including production and event information, schedules, ticketing links, and news.
- Produce and distribute quarterly e-newsletters and other audience communications as needed.
- Maintain email lists and audience segments and monitor basic email and digital marketing analytics.
- Maintain accurate patron, subscriber, donor, sponsor, and community contact information in VTC's CRM/database, including communication preferences and campaign lists.
- Assist with donor acknowledgments, stewardship communications, and targeted audience communications as needed.

Production & Event Support

- Coordinate marketing needs and deadlines with directors, production teams, volunteers, and vendors.
- Ensure production information is accurate and consistent across the website, social media, email, print materials, and ticketing platforms.
- Create or coordinate programs/playbills, lobby signage, promotional displays, and other audience-facing materials.
- Coordinate printing and distribution of promotional materials.

- Provide occasional on-site support for major marketing activities, photography, performances, or special events.

Systems & Administrative Support

- Create and maintain reusable marketing templates and organized digital marketing assets.
- Help establish efficient, repeatable processes for collecting production information and coordinating marketing with volunteer teams and committees.
- Document key marketing procedures and maintain an annual communications calendar.
- Track basic marketing expenses and provide information to the Executive Director for budgeting.
- Provide limited administrative support to the Executive Director, including approximately 2–4 hours per month of filing and organizational tasks.
- Serve as a liaison with production marketing coordinators to support consistent VTC branding, messaging, and media guidelines.

Collaboration & Organizational Culture

Because Valley Theatre Company is a small, volunteer-driven organization, this position works with a wide range of staff, volunteers, artists, vendors, community partners, and patrons. The successful candidate will be self-directed, organized, collaborative, and comfortable managing multiple deadlines in an environment where priorities may shift with production needs. The Coordinator will serve as the co-lead organizer of the Marketing Committee (along with a board member co-chair), helping volunteers work collaboratively toward shared marketing goals. While the Coordinator provides leadership and direction for the committee's activities, the position reports to the Executive Director, who establishes organizational priorities and provides overall supervision.

Qualifications

Required

- Experience in marketing, communications, graphic design, social media, or a related field.
- Strong writing, editing, and proofreading skills.
- Experience creating visual marketing materials using Canva, Adobe Creative Suite, or comparable tools.
- Experience managing social media and/or digital communications.
- Experience updating websites using a content management system.
- Strong organizational skills and attention to detail, with the ability to manage multiple deadlines independently.
- Comfort learning and using CRM/database, email marketing, and other digital tools.
- Ability to work effectively and professionally with volunteers and community partners.

Preferred

- Experience with nonprofit organizations, arts organizations, community theatre, or other community-based organizations.
- Experience with donor databases or nonprofit CRM systems.
- Experience with email marketing platforms.
- Experience with ticketing systems or performing arts box-office systems.
- Experience with photography, video, or basic video editing.
- Familiarity with local media and community organizations.

- Experience developing or maintaining organizational branding.
- Interest in theatre, performing arts, or community arts.

Hours & Schedule

This position averages 5-10 hours per week, with workload varying seasonally. The schedule is flexible and will be established in coordination with the Executive Director. This position is responsible for coordinating and executing VTC's routine marketing and communications activities. Because the position averages 5-10 hours per week, responsibilities will be prioritized based on production schedules and organizational needs rather than requiring all listed activities to be performed every week.

Weekly hours may include time for Marketing Committee coordination, communication with volunteers, planning, delegation, and follow-up, in addition to the position's direct marketing and communications responsibilities.

Workload may vary throughout the year. Some production and campaign periods may require additional hours, while quieter periods may require fewer. The Executive Director and Coordinator will prioritize responsibilities and adjust schedules within the approved staffing budget.

Some evening or weekend work may occasionally be necessary for productions, events, photography, or other audience-facing activities. Whenever possible, these needs will be planned in advance.

At six months, the number of hours per week will be reassessed, and if needed and budget allows, may be increased to 10-15 hours per week.

Compensation

$22–$25 per hour, depending on experience and qualifications.

This is an hourly, non-exempt part-time position. Valley Theatre Company offers paid sick leave, FMLA, flexible scheduling, and paid vacation time after 90-day trial period.

What Success Looks Like

Within the first year, success in this position will include:

- The theatre has a consistent and recognizable visual and communications presence.
- Production marketing materials are created and distributed on a predictable schedule.
- Website and social media information is accurate, timely, and current.
- E-newsletters are sent consistently and professionally.
- The Marketing Committee has clear priorities, organized communication, and defined opportunities for meaningful volunteer participation.
- Marketing volunteers and production teams understand their roles, responsibilities, and deadlines, and have consistent support and coordination.
- Patron, donor, and community contact information is organized and maintained.
- The theatre has reusable templates and documented marketing processes.
- Directors and volunteers have a clear process for providing information needed for marketing.
- The Executive Director spends significantly less time on routine marketing, communications, and database administration.
- The theatre has better information about which marketing efforts are reaching and engaging audiences.

Physical & Other Requirements

This position primarily involves computer-based and administrative work. Occasional lifting of boxes of printed materials, setting up promotional displays, attending performances/events, or distributing materials in the community may be required.

Equal Opportunity

Valley Theatre Company is committed to providing an inclusive and welcoming environment for employees, volunteers, artists, patrons, and community members. We encourage applications from people with diverse backgrounds and experiences.

Valley Theatre Company is an equal opportunity employer.