

Marketing Associate, Alaska Junior Theater

Job Announcement - Full-time, exempt position

Description: Alaska Junior Theater is a presenter of professional theatre, music and dance for young audiences. Each season, AJT presents five different shows in the Alaska Center for the Performing Arts, each for a week that typically includes 10 bussed-in school performances and one public performance. AJT reaches more than 45,000 students and family members each year. Alaska Junior Theater's Marketing & PR Associate works with the Executive Director to plan and implement AJT's Marketing, PR strategies. For information, visit www.akjt.org.

Skills needed: Strong writing skills, experience in Marketing and/or Public Relations, knowledge of Anchorage and Alaska, proven track record of marketing/sales. Must be skilled with MS Word, Excel, and Adobe Suite. Familiarity with Apple computers, EMMA, Dreamweaver, FileMaker Pro is helpful. Bachelors preferred.

Salary and Benefits: 34-36K - Salary DOE, Paid holidays, vacation, parking, contribution to insurance coverage, flexible schedule and a creative work environment.

Duties Include:

Marketing - Develop/Maintain marketing plan for the current season, which includes paid placement and non-paid publicity and community outreach efforts. Create and oversee AJT Website and web marketing.

Web Marketing - Create and oversee AJT Social Marketing outlets, the AJT website and web marketing. Develop and produce AJT yearly promotional videos to market AJT current shows and AJT as an organization.

Cultivation Events – Assist Executive Director with logistics (arrange venue, invitations, food, donation forms, etc.) for AJT's one to five cultivation events (receptions) each year.

Media Relations – Write and distribute PSA's, press releases, follow up with media, arrange for interviews and feature stories.

Public Relations – Oversees the entire process of seasonal marketing event participation including researching events, submitting applications and fees, organizing volunteers and crafts, managing event supplies, set up and tear down.

Print Materials – Write and oversee production of materials such as season brochure, annual benefit invitation, public and school show programs, annual report and other materials.

Program Ad Sales – Sell ads for and create AJT's theater programs (playbills).

Clerical Support—Answer phones, prepare board packets and mailings, maintain office supplies and postage, maintain AJT archives and provide clerical support.

Performance Logistics – Assist Education Associate with school registration, show seating and logistics.

Proposal Writing – Assist Executive Director with research of and writing of corporate, government and foundation grant proposals.

Board Relations - Prepare pertinent materials to work with Board Marketing Committee on all facets of AJT Marketing. Follow through on any tasks given by the committee or board.

To apply: Send a cover letter, resume and three references **by mail or email by January 19, 2017** to:

Lainie Dreas, Executive Director
430 W. 7th Ave, Ste 30
Anchorage, AK 99501

Lainie@akjt.org

