



MARKETING & MEDIA COORDINATOR

ABOUT THE NEWBERRY

Located in Great Falls, Montana, the Newberry is a preeminent music and event space located on Central Ave in Downtown Great Falls. The Newberry is the creation of five local investors with a passion for the community. The venue is a versatile space set for concerts, company parties, non-profit fundraising events, and weddings. The Newberry Theatre is currently under construction as it is housed in a historic downtown building. Opening date is set for end of October 2021. The Newberry is an inclusive environment employer with a dedication to safety, efficiency, and quality of show.

JOB DESCRIPTION

Reports to: Creative Director and General Manager of Events & Production
Hours: Full-time (40 hours); nights and weekends included, flexible schedule
Salary & Benefits: \$25,000 + performance bonuses
Start Date: October 2021

Job Summary: The Marketing & Media Coordinator is primarily responsible for supporting concerts, events and ticket sales at The Newberry with social media, ad placements and other marketing campaigns.

Duties & Responsibilities:

- Collaborate on marketing plans and tasks with Creative Director and GM of Events to drive ticket sales
- Develop and schedule social media content across a variety of platforms (Facebook, Twitter, Instagram etc.)
- Monitor social media pages and engaging with customers and answer questions
- Follow brand guidelines and templates set by Creative Director
- Gathering band/artist marketing assets for announcements
- Generate reports, timelines and share project updates with the team
- Create and launch weekly email campaigns to segmented groups
- Coordinate with vendors, photographers/videographers as needed
- Schedule interviews and media requests leading up event dates
- Additional duties as assigned and collaborated with GM of Events & Production and Creative Director including, but not limited to, box office customer service, event set up/tear down, venue tours and other areas during concerts and events

Qualifications:

- Bachelor's degree in marketing or communications related field
- Previous experience in a related marketing position
- Strong written and verbal communication skills
- Critical thinking and problem-solving skills
- Creative writing and visual
- Ability to multi-task for a variety of events and collaborate with teams
- Great time management skills for juggling multiple events
- Analytical skills for compiling data and reports
- Proficient in Microsoft Office, content management software, email campaign software, social media platforms, Adobe Creative Suite, Google Ads and Analytics

Physical Demands

- Able to meet the physical demands of assisting with event setup and/or clean up (ie. Lift tables and chairs, fold linens, etc.)

Qualified candidates should email their resume to: tianna@thenewberrymt.com