



Graphic Design & Marketing Manager

POSITION SUMMARY/JOB OVERVIEW

The Graphic Design & Marketing Manager, in consultation with the Marketing Director, designs, develops, coordinates, and disseminates engaging content for print, digital and social media platforms, and regional outlets that aligns with ACT's mission and brand. They have primary responsibility for executing scheduled weekly recurring communications tasks, which they should be able to do with a high degree of autonomy and precision. The position is available as a hybrid of onsite and remote.

ESSENTIAL DUTIES & RESPONSIBILITIES

Design

- Design digital and print collateral and communications vehicles, including social media advertisements, screen ads, newsletters, e-blasts, fliers, postcards, and other imagery and promotional materials.
- Assist with design of digital Annual Report.

Social Media Management

- Create and schedule content for social media accounts (Facebook, Twitter, Instagram) in HootSuite. Create Instagram Stories.
- Take and/or curate photos, videos and stories from the field that highlight the Colonial's impact on relevant communities (e.g. students, local nonprofits, local residents).
- Monitor social media platform comments and submissions.

Website Updates

- Create and deliver timely content updates to webpages.
- Prepare analytics reports using Google Analytics, platform insights and other analytics tools.

Content Distribution

- Disseminate posters, fliers, postcards, and handbills to partnering organizations, local businesses, distribution points, etc., as needed.
- Routinely post all live events; film marathons, festivals, and double features; and repertory content to relevant regional event calendars.

Audience Engagement & List Management

- Assist with design, implementation of surveys, graphic interpretation of results, and input of survey responses into existing databases
- List management including data capture and segmentation of mail, email lists in Constant Contact, other databases where possible

Email Marketing

- Draft weekly, monthly, pre-event reminders, post-event follow up and event announcements.

Other

- Brainstorm and implement creative means of content delivery, community engagement, and keep apprised of best practices and emerging tactics.
- Archive and organize patron comments and stories for ACT's marketing, PR, and development needs.
- Perform other duties as requested

QUALIFICATIONS

- A degree OR 1-3 years of experience in marketing, communications, arts administration or similar area.
- Experience with the following tech and applications is strongly desired: an email marketing service (e.g. MailChimp, Constant Contact), a web content management system (e.g. Wordpress), basic HTML and CSS, Google docs, Adobe CC (Photoshop, InDesign, Illustrator, Premiere Pro), Microsoft Products (Word, Powerpoint, Publisher and Excel).
- Strong writing and communications ability.
- Proven ability to prioritize and meet deadlines.
- Ability to think strategically and creatively.
- Attention to detail and proofreading/copywriting ability.
- Experience with photography, photo editing, and video creation for social media desirable.
- Keen interest in and enthusiasm for the arts and an awareness of new developments in marketing, digital platforms, and social media.
- Hard working, ethical, willing to go the extra mile and take pride in output.
- Night and weekend work required for some events and behind-the-scenes work.

COMPENSATION

The salary range is \$32,000 - \$35,000 per year depending on skill and experience. We offer a competitive benefits package that includes: full healthcare and dental coverage; paid vacation, sick leave, and holidays; a matching 403(B) plan; and free admission to movies and live performances.

TO APPLY

Email your cover letter, resume, and contacts for 3 professional references to Emily Simmons, Marketing Director at emily@thecolonialtheatre.com. Work samples may be requested.

EEO/AAP STATEMENT

The Colonial Theatre provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, and any other characteristic protected by federal, state, or local laws.

ABOUT THE COLONIAL THEATRE

The iconic Colonial Theatre is an independent, nonprofit arts destination situated in the heart of thriving downtown Phoenixville, PA, named one of the “Ten Hottest Suburban Philadelphia Towns” by *Philadelphia Magazine* (2017). The theatre’s mission—to nurture community by celebrating the power of film and the performing arts to entertain, inform and reveal meaning—is steeped in its rich history.

From its earliest days as a vaudeville house in the early 20th century to its mid-century transformation into a movie palace to its current embodiment as home to an exceptional mix of movies and live performances, the Colonial has long been a community treasure. It now serves as an anchor institution in the borough’s continued revival and the center for community events and gatherings.

Known internationally as the home of the Blobfest, which annually celebrates the theatre’s role in the 1958 Sci-Fi classic, *The Blob*, the Colonial attracts patrons from across the region and beyond.

For more information about the Colonial Theatre, visit www.thecolonialtheatre.com.