

Marketing Manager for Educational Theatre Company

Location: Hybrid Preferred and Washington, DC area

Position Type: Part-time (10-15 hours/week)

Overview:

We are seeking a strategic and proactive Marketing Manager to join the ETC team! As a small but mighty nonprofit organization, we are looking for an experienced marketer who can help our organization grow. The ideal candidate will play a crucial role in increasing our program registrations, executing timely marketing strategies, and developing and implementing a comprehensive marketing plan for 2025. You will collaborate closely with our Director of New Media, Director of Development, and other team members to ensure our programs and campaigns are effectively marketed to our target audiences in the Arlington, Virginia area.

Key Responsibilities:

- **Immediate Program Assessment & Support:**
Evaluate and assist with upcoming ETC program promotion, particularly those beginning in October, ensuring effective and timely marketing efforts.
- **Annual Marketing & Paid Media Plan:**
Develop a comprehensive marketing and paid media plan for 2025 to proactively market and advertise upcoming programs throughout the year.
- **Marketing Plan Implementation and Management:**
Implement the marketing plan in partnership with other ETC team members, ensuring all strategies are aligned with organizational goals and effectively reach target audiences. Manage and report on performance.
- **Social Media Calendar Management:**
Establish and maintain a social media calendar to ensure consistent and strategic online presence across platforms.
- **Marketing Copywriting and Creative Direction:**
Work closely with the Director of New Media to align design and messaging with organizational goals, and set specific objectives for upcoming programs.
- **Program & Registration Monitoring:**
Keep a pulse on programming and registrations, recommending strategies to increase engagement and participation among programs with low registration counts.
- **Email Marketing Program Assessment:**
Evaluate the current ETC email marketing program and provide recommendations to improve engagement.
- **Blog Assessment & Strategy:**
Review the ETC blog, providing recommendations for new topics and content strategies to better engage our audience.
- **Support Fundraising Efforts as Needed:**

Partner with the Director of Development to strategize and execute fundraising campaigns during key moments throughout the year.

Nice to Have (But Not Required):

- **Graphic Design/Canva Expertise:**
Ability to create compelling visuals using Canva or similar design tools.
- **Public Relations Expertise:**
Experience in managing public relations efforts to enhance brand visibility.
- **Familiarity with Google Ad Grant Program:**
Knowledge of Google Ads and Google's Ad Grant program for nonprofit organizations.
- **Local Presence:**
Based in the DMV area with the ability to support in-person events in Arlington, VA.

Qualifications:

- Proven experience in marketing, with a focus on both strategic planning and execution.
- Experience working with small nonprofit organizations, camps, or youth programming.
- Strong understanding of social media management and content creation.
- Proficient in digital advertising, with experience managing paid media campaigns across digital channels like Meta, Google, NextDoor, and others.
- Experience in email marketing, content development, and storytelling.
- Ability to collaborate effectively with cross-functional teams.
- Excellent organizational and project management skills.
- A proactive approach to monitoring program success and making data-driven recommendations.

More about ETC:

[Educational Theatre Company \(ETC\)](#) is a 501(c)3 arts education organization that has offered process-driven theater arts programming for students ages 3-103 since 1998. Our mission is to unlock the potential of children, teens, and adults through immersion in theatre arts. ETC will continue the goal of serving the underserved in the community through high-quality theatre education. All programming is based on ETC's four pillars: creativity, confidence, collaboration, and community. Programs include Main Stage residencies (original student-created plays and musicals), after school classes, summer camps, Creative Age programming for senior citizens, student filmmaking programs, and Devising Hope which uses theatre to discuss racial inequities and create change.