



Marketing Associate
South Orange Performing Arts Center
South Orange, NJ

SOPAC (South Orange Performing Arts Center) is a multidisciplinary arts center that presents innovative artistic and educational cultural experiences through music, theater, dance, comedy, and family performances and arts education programs.

The Marketing Associate works with the Director of Marketing & Communications to create and execute strategic marketing plans for SOPAC performances, build awareness of performances and programs through community outreach, increasing ticket sales, and cultivating local businesses and organizations to get involved at SOPAC.

It is an excellent opportunity to see immediate results from your work. As part of a fast-paced, non-profit organization, you'll gain experience with a broad range of marketing functions, including media planning/buying, advertising design/production, public relations, database marketing, customer relationship management (CRM), and e-commerce.

Principal Duties and Responsibilities

- Act as the main day-to-day point of contact for a wide variety of vendors (e.g. printers, media reps) and freelancers (designers).
- Oversee and track projects submitted to designers, including work requests, updating the design project schedule, and sending final artwork to printers and publications.
- Create and send out weekly SOPAC emails, promoting upcoming performances and membership opportunities.
- Maintain SOPAC website with performance schedule, announcements, press, membership info, etc.
- Work with Box Office staff to ensure that event information and promotion codes are clearly understood and accurately entered in the ticketing system.
- Oversee advertising and press archives to ensure that they contain all SOPAC ads and press listings and articles.
- Reach out to various local and regional organizations and companies, and develop relationships to attract potential new audience members.

Qualifications:

BA/BS degree required

Knowledge of NJ arts community preferred

Experience with Microsoft Office applications (Excel, Word, Outlook)

Experience with Adobe Photoshop, Illustrator, and InDesign a plus

Reliable and self-motivated

Exceptional communication & organizational skills

Minimum of 2 years experience in marketing, communications, audience development or similar field.

Reports To:

Director of Marketing & Communications

Send Resumes To:

Marketing Associate Search

South Orange Performing Arts Center

One SOPAC Way

South Orange, NJ 07079

Salary/benefits commensurate with experience. To apply, please send resume and cover letter with salary history to info@sopacnow.org, fax to 973-275-0688, or mail to Marketing Associate Search, South Orange Performing Arts Center, One SOPAC Way, South Orange, NJ 07079. No phone calls please.