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## **Marketing Assistant**

### **Job brief**

Irvine Barclay Theatre a professional performing arts theatre is seeking a part-time assistant to help increase ticket sales and general awareness of Irvine Barclay Theatre in the Orange County community. Approximately 20 hours a week

### **Responsibilities**

- Develop and maintain a social media strategy for all IBT presents events and development/fundraising activities.
- Develop and implement new strategies to increase ticket sales with direct marketing
- Leverage existing media relationships and cultivate new contacts within business and industry media. Manage media inquiries and interview requests
- Build relationships with community leaders and organizations to grow awareness
- Maintain a keen understanding of industry trends affecting the performing arts and make appropriate recommendations regarding communication strategy surrounding them

### **Qualifications**

- Excellent writing and editing skills
- Experience with social media (including blogs, Facebook, Twitter, Instagram, etc.)
- Working experience in public relations a plus
- Experience in acting as a company spokesperson; comfortable and skilled in meeting and talking with community leaders and organizations
- Event planning experience is a plus
- BA/MA degree in Marketing, Advertising, Communications or a related discipline

### **Compensation and Benefits**

Hourly pay rate is dependent upon qualifications and experience. Approximately \$20/hr

Sick: 24 hours per year, after the 30<sup>th</sup> day of work.

Irvine Barclay Theatre is an "at-will" employer

Send Resumes to: [jobs@thebarclay.org](mailto:jobs@thebarclay.org) – Direct Applicant Only, No agencies, No Phone Calls Please