



## **SEASONAL MARKETING & COMMUNICATIONS MANAGER**

Hudson Valley Shakespeare (HVS) is a professional non-profit theater company that presents a rotating repertory season of both Shakespeare and more contemporary plays and musicals in an open-air theater from June through September.

The company's spectacular 98-acre campus serves as a vibrant hub for the local community, a cultural and educational anchor for the region, and a national model for environmental sustainability in the performing arts. 2025 is the final season, after 38 years, that HVS will be performing under its iconic tent. In the summer of 2026 HVS will welcome audiences to its first-ever permanent home – the Samuel H. Scripps Theater Center, designed by the celebrated architecture firm Studio Gang. Protected from the elements but open to the landscape, the Scripps Theater Center will be the first purpose-built LEED Platinum theater in the United States.

HVS seeks an energetic, creative, and highly organized Marketing Associate to assist with executing marketing strategies to drive ticket sales and enhance the visibility of its summer season. This position requires an initiative-taking and can-do attitude, strong attention-to-detail, organizational skills, problem-solving proficiency, and the ability to work outside nights and weekends.

The Marketing Associate will work closely with the Director of Marketing and Communications to assist in implementing marketing campaigns and audience engagement efforts for HVS' 2025 summer season. The ideal candidate will possess proven expertise in social media marketing, excellent communication skills, creative thinking, and a passion for the performing arts. Key responsibilities include:

- Manage HVS's social media profiles with an analytical approach by creating compelling content, scheduling content, engaging with followers, and trafficking digital advertising.
- Monitor and update the company's website, including event listings, blog posts, and other content.
- Support HVS's local marketing efforts, promoting HVS's summer season at on-site events and events throughout the community.
- Assisting in designing visual marketing assets, including signage, ads, and promotional materials.
- Copywrite for social media, email newsletters, print and digital advertising.
- Assist with media and photo calls.
- Attend rehearsals, performances, and community events to help with marketing and audience engagement efforts.
- Monitor and track marketing campaigns and report on performance metrics.

- Assist in managing the company's customer database and ticketing system.
  - Collaborate with Audience Services, Production, Education, and Development, and external vendors.
  - Support the Director of Marketing with administrative tasks such as maintaining marketing calendars, updating the website, and organizing files.
  - Attend and assist with events and performances as needed.
- Other duties as assigned.

### **Desired Skills & Qualifications:**

- Proven experience and in-depth knowledge of FB / Instagram and other social media platforms, trends, and best practices.
- Proficiency in social media analytics and reporting tools.
- Proficiency in Canva and/or Adobe Creative Suite (InDesign, Premiere, After Effects, Lightroom Audition, Photoshop).
- Proficiency working in Word and Excel
- Familiarity with website content management systems.
- Familiarity with email marketing software
- Prior experience working with CRMs and/or Ticketing software, ideally Spektrix.
- Excellent written and verbal communication skills.
- Creative thinking and the ability to develop engaging and entertaining visual content.
- Strong organizational and project management skills.
- Ability to work independently and as part of a team.
- Passion for Theatre and the performing arts a plus.

The Marketing & Communications Manager reports directly to the Director of Marketing and Communications and works closely with HVS's artistic, audience services, production, and development team.

Not sure you meet 100% of our qualifications? Research shows that cis men apply for jobs when they fulfill an average of 60% of the criteria, while others tend only to apply if they meet every requirement. If you believe that you could excel in this role, we encourage you to apply.

Please send a resume and cover letter to Kirsty Gaukel, Director of Marketing and Communications at [kgaukel@hvshakespeare.org](mailto:kgaukel@hvshakespeare.org).

This is a seasonal position from May-September at approximately 20 hours per week at \$25/hour.