



JOB ANNOUNCEMENT

Organization: Kansas City Ballet
Title/Department: Marketing Coordinator/Marketing
Reports to: Director of Marketing
Salary: Commensurate with experience
Position: Full-time, hourly/nonexempt
Experience: 1 to 3 years

ORGANIZATION DESCRIPTION

Kansas City Ballet (KCB) is one of the nation's most-respected professional ballet companies with 30 dancers and an annual budget of \$10M, one-third of which is philanthropic support. KCB produces four productions a season at the Kauffman Center for the Performing Arts with audiences of 65,000+, has a School with 650 students in its Academy and 720 taking Studio classes, and engages more than 20,000 people each year through community engagement and education programs.

Learn more about us: <https://kcballet.org/#meet>

POSITION DESCRIPTION SUMMARY

The Marketing Coordinator position offers an opportunity for a 1 to 3 years experienced applicant to join a fun, creative team. They will be responsible for supporting integrated marketing campaigns outlined and assigned by Kansas City Ballet's Director of Marketing and Associate Director of Marketing. This position is designed to tap into the individual's interests and skills while supporting the organization's marketing efforts as needed.

The candidate must have an educational background in marketing or a related field and be highly motivated and excited to learn. If you have knowledge and skills with creative writing, photography/videography, graphic/web design, social media, PR, marketing, branding, or promotions this job is for you. Interest in or admiration of the arts is preferred.

The ideal candidate will have attention to detail with the ability to manage multiple tasks, in addition to being a promotion-minded marketer who is an expert communicator—verbal, written, and presentation. In addition, the candidate will be a highly organized, self-motivated, innovative, creative thinker that possesses a collaborative, team-first personality.

The Marketing Coordinator's duties include a wide range of projects, plus assisting with the operation of the Marketing Department as required by the Director of Marketing.

Normal office hours are 9 a.m. – 5 p.m., Monday-Friday. On occasion, the Marketing Coordinator should also expect to work weekends and/or flexible shifts, e.g., evening performances, special events, etc.

RESPONSIBILITIES

- Assist with all aspects of institutional marketing, including fundraising, ballet school, and community engagement, as well as the general promotion of the Kansas City Ballet brand.
- Assist in the activation of marketing campaigns in a timely and professional manner.
- Work directly with the marketing department on social media planning and execution.
- Assists in the development of timely reports and updates on marketing results and activities.
- Manage the marketing calendar for the entire organization and its entities.
- Support all KC Ballet advertising and media strategies, including but not limited to brochures and season announcements, postcards and other direct mail, newspaper ads, billboards, and electronic media.
- Support Press Communications and Media Releases and manage arts calendar listings.
- Support the Ballet's marketing channels with proofreading, creative writing, and planning collaboration.
- Research and present marketing strategies that strengthen new audience development.
- Plan and coordinate with other departments with website, printing, and design needs.
- Pull direct mail lists and email lists from the Tessitura database for each marketing campaign.
- Assist in KC Ballet's website management.
- Track the Marketing Annual Budget and process all department invoices.
- Work on special projects, initiatives, promotions, and other programs as needed.
- Other duties and projects as assigned by the Marketing Department Leadership Team.

QUALIFICATIONS

- Bachelor's degree (B. A.) from a four-year college or university or an equivalent combination of education and experience
- Knowledge and skills with creative writing, photography/videography, graphic/web design, social media, PR, marketing, branding, or promotions.
- Experience in theater/live entertainment/destination marketing field or education a plus.
- Proficient with Microsoft Office products (Word, Excel, Teams)
- A working knowledge of Adobe Creative Suite Products, WordPress, and database systems is preferred.

BENEFITS

- 403(b) Retirement Program with Employer Match
- Health/Dental insurance
- Flexible spending account
- Health reimbursement account
- Life/LTD insurance
- Paid time off

HOW TO APPLY

Please apply online at <https://kcballet.org/marketing-coordinator-job-application/>

No phone calls, please. The position will remain open until filled.

Kansas City Ballet is an equal opportunity employer committed to a diverse, multicultural work environment. People of color, people with disabilities, and people of diverse sexual orientations, gender expressions, and identities are encouraged to apply.