



GREAT Theatre Job Description

Position Title: **Graphic Designer & Marketing Coordinator**

Status: Hourly, part-time 20-30 hours per week

Reports to: Executive Director

Supervises: N/A

Pay Range: \$22-25/hour

About GREAT Theatre

Great River Educational Arts Theatre (GREAT), is a non-profit community theatre in Waite Park, MN (60 miles north of Minneapolis) that enriches lives by bringing people together to build lasting connections through theatrical storytelling that challenges, educates, entertains, and inspires. Through dynamic on-stage programming that consists of producing 7-8 full-scale shows featuring local talent, multiple production collaborations, and innovative off-stage educational outreach throughout Central Minnesota, we invite people to be part of the story to build a more vibrant community, celebrate differences, and create a sense of belonging for everyone. By reaching more than 50,000 people each year, GREAT brings our community together through the transformative power of the arts.

GREAT is committed to attracting and retaining employees with varying identities and backgrounds. We aspire to create a team that represents the diversity of our community while creating a space that encourages and embraces inclusiveness, equal opportunity, and respect. Additionally, we are committed to anti-racism through ongoing and consistent action, moving with urgency while identifying both immediate and long-term strategic actions, both as individuals and collectively as an organization.

Position Summary

As Marketing Coordinator and Lead Graphic Designer, you will create and implement comprehensive marketing strategies to promote GREAT's programming across both digital and traditional channels. You'll implement initiatives that generate revenue, elevate our brand, foster community involvement, and strengthen connections. By analyzing data, identifying trends, and optimizing campaigns, you'll ensure that our marketing efforts effectively resonate with and connect to our audience.

Job Functions

As our marketing coordinator, you'll get to

- Assist in developing and lead in implementing comprehensive marketing plans for all programming through social media campaigns, email marketing, web content, and traditional advertising.
- Manage our social media to engage with our followers, share storytelling content, promote upcoming events, and build a sense of community.
- Analyze marketing data and metrics to evaluate campaign effectiveness and make data-driven recommendations for improvement.
- Monitor industry trends to identify new marketing opportunities and stay ahead of the curve.
- Identify and create storytelling content to illustrate the transformative impact GREAT has on individuals and our community.

As our lead graphic designer, you'll get to

- Design all digital and print content including program brochures, website presence, and promotional emails
- Uphold brand guidelines while strengthening and elevating GREAT's overall brand presence
- Create compelling marketing materials that effectively communicate the unique value of each program and resonate with our target audience, offering input on strategy and messaging.

This might be the job for you if

- You have demonstrated graphic design skills, including expertise in Adobe Creative Suite
- You have the ability to design for web and commercial print production
- You have strong typographic ability and attention to detail
- You have a passion for the arts and commitment to our community
- You love structure and process in your daily independent work while also thriving on being part of a team. You have the ability to handle creative as well as administrative tasks.
- You have superb organizational, interpersonal, and communications skills, and unwavering commitment to outstanding customer service with ability to mitigate and solve difficult issues, and a reputation for meticulous attention to detail and follow up.

- You have the energy and flexibility to work efficiently in a fast-paced environment, prioritize tasks effectively and execute projects to the highest level possible
- You have the ability to collaborate with several teams at once, and you have no problem managing multiple initiatives simultaneously
- You have the ability to positively contribute to an anti-racist organization and work to dismantle structural racism in theatre

As an employee of GREAT you'll receive

- Annual opportunity for raises based on performance
- Flexible work schedule with ability to work remotely
- Complimentary tickets to shows and camp/class registrations
- A fulfilling and fun work environment with a diverse team committed to transforming lives through the power of the arts.