



**JOB TITLE:** Social Media, Marketing + Advertising Coordinator

**SCHEDULE:** Full time or Part Time

**REPORTS TO:** General Manager

**START DATE:** ASAP

### **ABOUT THE GUILD THEATRE:**

The Guild Theatre is a not-for-profit music and event performance space bringing live music and entertainment to the Menlo Park Peninsula region. The venue holds 500+ patrons and hosts a wide range of entertainment, including music, film, and special events programming.

### **WHAT WE'RE SEARCHING FOR:**

We're searching for candidates eager to jump on board and be some of the first employees of The Guild Theatre. Our future employees will have a passion for live music and the arts, a strong understanding of customer service, and a team-oriented mindset.

Our **Social Media, Marketing, and Advertising Coordinator** will be familiar with popular social media platforms, strives for original creativity, and has a passion for live music and the performing arts, and experience in promoting concert and live music events.

To ensure success in this role, the ideal candidate should have experience creating content for social media platforms for a growing, fast-paced organization.

### **RESPONSIBILITIES OF OUR MARKETING COORDINATOR:**

- Control the venue's messaging to the public via social media
- Create, post, and manage all The Guild Theatre's social media sites, including but not limited to, Facebook, Twitter, Instagram, and TikTok
- Create and produce content & artwork, both digital and in print, as required in conjunction with designated artists
- Compose, review, and edit captions, writeups, and other copy materials for our various marketing channels
- Create and implement forward-thinking strategies to increase the venue's overall engagement level and followers
- Develop and utilize marketing data regarding email and social media subscribers
- Place online, social media, print, and television advertising where appropriate and in accordance with budgeting
- Maintain website by updating data when necessary
- Build brand awareness and foster lead generation
- Collaborate with company management to support content marketing strategy
- Engage with followers via direct messaging, comments, tags, and story replies

- Other duties as assigned

**OUR IDEAL CANDIDATE SHOULD HAVE:**

- Prior experience in a social media posting and content strategy role or similar
- A keen sense of what's trending and what's happening in the social media world
- Working knowledge of popular social media platforms and email collecting/marketing tools
- Superior written and verbal communication skills
- Proficient computer and phone skills with the ability to learn new platforms
- Knowledge of the live performance industry is preferred
- Excellent organizational skills and attention to detail
- Reliable and self-motivated personality
- A team-player attitude

**OUR IDEAL CANDIDATE SHOULD BE ABLE TO:**

- Sit at a desk for prolonged periods of time while working at a computer or phone

**HOW TO APPLY:**

If you're interested in a position with us, please email your resume with a note describing which role you're applying for, why you are qualified for the position, and your desired salary range to us at [jobs@guildtheatre.com](mailto:jobs@guildtheatre.com) or mail to:

Guild Theatre Business Office  
611 Menlo Avenue  
Menlo Park, CA 94025

*Please do not contact us via social media for jobs. Due to the anticipated volume of responses, only qualified candidates will be contacted.*

**EQUAL OPPORTUNITY:**

The Guild Theatre is an equal opportunity employer and complies with all applicable federal, state, and local fair employment practices laws. All qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, sex, sexual orientation, gender, gender expression, gender identity, genetic information or characteristics, physical or mental disability, marital/domestic partner status, age, military/veteran status, medical condition, or any other characteristic protected by law.

The Guild Theatre is committed to ensuring that our hiring process is accessible for persons with disabilities. If you have a disability or limitation, such as those covered by the Americans with Disabilities Act, that requires accommodations to assist you in the search and application process, please email us at [jobs@guildtheatre.com](mailto:jobs@guildtheatre.com).