MARKETING & FUNDRAISING SPECIALIST

Direct Supervisor: Director of Fundraising and Communications  
Direct Reports: Digital Marketing Coordinator, Calendar Coordinator  
Department: Marketing & Fundraising  
Position Status:
- Part time, hourly - average of 25 hours/week or 50 hours/pay period, $20/hour  
- We are working from home during the COVID-19 pandemic. Majority of work will be during weekday business hours 10am - 6pm M-F, some evening and weekends per needs of events and communication strategy. During Fall 2021, TeenTix will be returning to in-office work hours Tues - Thurs, with Mon & Fri work-from-home.

Position Summary: This TeenTix team member is a talented, passionate, thoughtful, multi-tasking, and innovative individual. An energetic go-getter who will bring strong organizational and communication skills to our fundraising, marketing, and outreach strategies. This position is responsible for the execution of all TeenTix communication to teens, adults, supporters, and TeenTix Partners through the creation and implementation of a dynamic marketing strategy, inclusive of print materials, e-newsletters, social media, video platforms, and TeenTix’s website to grow the reach of our audience.

They support TeenTix in keeping our marketing youth driven and engaging for people aged 13 - 19, by highlighting TeenTix’s involvement in the community, and our core programs: The Pass Program, New Guard, and Press Corps. This position manages and mentors two young people as their support staff - the Digital Marketing Coordinator (a teen intern), and the Calendar Coordinator (a Cornish College of the Arts work-study position). Both of these positions support the Marketing & Fundraising Specialist in maintaining TeenTix’s youth-driven organizational voice, collectively working to keep the TeenTix voice relevant by sharing and featuring external content that highlights youth empowerment, leadership, and arts engagement.

The ideal candidate will be creative, adaptable, and offer unique, fun ways to continue marketing TeenTix to broader audiences.

This position reports directly to the Director of Fundraising and Communication, who will work with the Marketing & Fundraising Specialist to develop a holistic communication strategy for TeenTix annually. They will collaborate with all members of our team, including teens, staff, our Board, Advisory Council, and Executive Director.
TeenTix’s Commitment to Anti-Racism: TeenTix is an anti-racist organization that is actively working to identify, name, and correct institutionalized racism and constructs of white supremacy within our own organization, and to help our partnered arts and culture organizations do the same. To that end, all staff, interns, and TeenTix leadership participate in anti-racism work through group and independent learning, engagement in regular discussions at staff meetings, and act as active participants in work being done in the community. Our programs work to uplift marginalized voices in arts leadership and arts journalism, and to increase access to art.

We have a multi-layered, hierarchical approach in addressing our equity work:
1. First, we use a racial lens because we know that the construct of race intersects with all aspects of inequity.
2. Second, we prioritize youth voice, need, and choice. By breaking down the hierarchical and exclusionary paradigm of high and low art, we offer teens an opportunity to explore wherever their interest takes them.
3. Third, it is our job to increase the visibility of art that is representative of different communities. In our marketing, programming, and community engagement efforts, we encourage young people to explore art that addresses diverse world perspectives. We believe experiencing different views creates opportunities for teens to become engaged citizens with the capacity to create equitable community

ESSENTIAL RESPONSIBILITIES:

TEENTIX PROGRAMS & EVENTS:
- Works with the Director of Fundraising and Communication and the Teen Programs Director to implement program marketing and advertising, as well as regular fundraising communications to our audiences.
- Responsible for content generation, design, and execution of social media, video channels, weekly e-newsletters, content on TeenTix.org, and paid advertising.
- Designs and distributes posters and other print materials to partners, community centers, libraries, community partners, schools, etc. for all TeenTix programs as needed.
- Maintains up-to-date & accurate content on all TeenTix.org web pages, including but not limited to, Calendar, Homepage, Program Pages, and Partner Pages.
- Supports the Director of Fundraising and Communications with all fundraising events as a direct support role, such as our annual gala and stewardship events.
- Writes and distributes TeenTix Press Releases, maintaining a list of media contacts.

TEENTIX PARTNER PROGRAMS & EVENTS:
● Provides marketing support for all TeenTix Arts and Community Partners – events and programs on TeenTix.org, Calendar, and all other TeenTix social media & video channels, including regular season events and all special events such as Teen Nights.

● Regular communication with TeenTix Partners through our Partner Bulletin & Journal (PB&J), Partner Portal, and any other means necessary to keep Partners updated on current TeenTix activities, promotions, and program changes.

● Responsible for implementation of TeenTix.org paid advertisements to all TeenTix Partners and outside sponsors at the direction of the Director of Fundraising and Communication, contributing to TeenTix’s earned revenue.

MANAGEMENT:

● With guidance from the Director of Fundraising and Communication and the Teen Programs Director, provides mentorship and regular management support for the following positions, this includes onboarding and teaching relevant skills and responsibilities according to their role:
  ○ **Calendar Coordinator**: a work-study position (August – May), whose role is to enter events into the TeenTix.org calendar (10 hrs/week).
  ○ **Digital Marketing Coordinator**: intern position whose role is to develop TeenTix social media content and digital archive (10 hrs/week).

General Qualifications:

● Familiarity with design programs such as Adobe Photoshop, Adobe Illustrator, Adobe Premier Pro, Canva, and other platforms for design and editing.

● Familiarity of Google suite, email, calendar, Google drive, etc.

● Familiarity with communication platforms such as MailChimp, Facebook, Instagram, Hootsuite, YouTube, TikTok, SoundCloud, etc.

● Familiarity with website content creation and publication

● Available during TeenTix’s work hours M-F 10am – 6p. Some evenings and weekends may be required due to programming events.

● Strong verbal and written communication skills.

● Ability to work independently and take initiative on projects.

● Outstanding organizational skills and attention to detail.

● Ability to juggle multiple projects at once.

● Passion for and commitment to TeenTix’s mission of empowering young people to take an active role in shaping their arts community as audience members, critics, influencers, advocates, patrons, and leaders.
WHAT YOU WILL GET:
Part time, average of 25 hours/week or 50 hours/pay period position with a flexible, family-friendly schedule. This position pays $20/hour.

- 25 hours/week, part-time salary, non-exempt
- 3 days personal leave each year
- 12 days of vacation accrued each year
- 8 sick days accrued each year
- 14 paid holidays each year
- Up to $50 parking or public transit reimbursement each month

TO APPLY:
Young people, people that identify as queer and/or non-binary, and people of color are strongly encouraged to apply. TeenTix is an organization that is deeply committed to helping our employees achieve their career goals and maintain a good quality of life while working hard at a small non-profit. The work is challenging, fun, inspiring, sometimes frustrating, and frequently extremely rewarding. Your time will be respected and you will not be asked to treat yourself as an unlimited resource.

Please send a resumé and cover letter to monique@teentix.org

We will begin reviewing applications on August 1, 2021. We will continue to review applications on a rolling basis after that date. Zoom or in-person interviews will be conducted on an ongoing basis with TeenTix’s Executive Director. Applicants who are invited for interviews will be asked to submit two writing or design samples relevant to this position (such as a communications newsletter, or advertising design). Second round interviews will be done with members of staff and teens.

We hope to fill this position by September 2021.