

PAPER MILL PLAYHOUSE

Digital Marketing Coordinator

Status: Full-Time/Benefits Eligible/Exempt

Reports to: Director of Marketing & Communications

Position Overview

The Digital Marketing Coordinator supports the execution of end-to-end strategy, creation and implementation of Paper Mill's presence online through emails, website, and paid digital channels. This person plays a key role in the creation and evaluation of digital and email marketing campaigns that are primarily designed to convert viewers to ticket buyers for the institution's programming including mainstage productions, Education programming, Carriage House Presents ancillary programming and other revenue sources. This individual is able to identify the many ways content can be shared across email, website, and social media to create community and attract new audiences to Paper Mill as well as to activate word of mouth. The Digital Marketing Coordinator is tech savvy and up on the latest digital trends, including emerging AI technology—all while upholding Paper Mill's mission and values.

Essential Functions

- Design and implement digital marketing strategies to improve campaign performance, customer targeting, and personalization with a focus on maximizing revenue through subscription and single ticket sales.
- Coordinate the execution of digital media campaigns for all productions across all social and web channels, often in partnership with an agency.
- Measure and report on the performance of all digital marketing campaigns to help inform future decisions.
- Draft, test and execute email campaigns targeting sophisticated segmentation and for A/B testing (Wordfly).
- Work with the Director of Marketing & Audience Services to establish and maintain a Communications working group to manage the flow of digital communications across departments and constituencies.
- Support IT in the continuous improvement of website usability and design.
- Administer Google Tag Manager updates for institutional and show-specific campaigns.
- Support digital asset management for the marketing department, including collecting and organizing photos and videos for Paper Mill productions, programs and institutional branding.
- Identify non-show campaigns that reinforce the Paper Mill brand beyond show marketing.

Qualifications/Experience

- Bachelor's degree with prior experience in digital advertising, email marketing, and content creation.

- Strong proficiency in Google Analytics, with the ability to translate data into actionable insights.
- Hands-on experience with email marketing platforms (Wordfly or similar) and customer relationship management tools (Tessitura) preferred.
- Experience with LLMs such as ChatGPT for content creation and email creation.
- Experience with video editing software (Final Cut Pro, After Effects, Adobe Premiere), graphic design tools (Adobe Photoshop, InDesign), and HTML experience a plus.
- Exceptional organizational and time management skills, with the ability to prioritize, multitask, and meet deadlines in a fast-paced environment.
- Strong written and verbal communication skills; confident and collaborative communicator with a warm, approachable demeanor.
- Intellectual curiosity and strategic thinking.
- Proven ability to work effectively, respectfully and inclusively with individuals from diverse cultural, social and professional backgrounds.
- Proficient in Microsoft Office (Word, Excel, Outlook, PowerPoint).
- Genuine enthusiasm for theater and a strong alignment with Paper Mill's mission and values.

Salary Range: \$48,000 - \$52,000 a year

Benefits

- Comprehensive insurance coverage (medical, dental, vision, life, disability).
- Paid time off.
- 403b retirement savings account including a 3% match.
- Access to various performances, educational events, and professional development opportunities.

Apply

Paper Mill Playhouse is committed to hiring high caliber individuals of diverse backgrounds. We strive to provide our staff with a nurturing and inclusive environment, equal for all employees and optimal for their success. Paper Mill celebrates diversity and believes it enriches our work environment and the work on our stage.

Send resume and cover letter describing how your experience makes you the right candidate for this position to Recruiting@PaperMill.org with subject line: Digital Marketing Coordinator. No phone calls, please.

About Paper Mill Playhouse

Founded in 1934, Paper Mill Playhouse has been a cherished New Jersey arts institution for more than 80 years. Paper Mill brings new American Musical Theater to life, with a national reputation that continues to grow. Collaboration with other regional theaters and leading independent producers brings over 200,000 New Jersey audience members annually the best in musical theater, from celebrated revivals to groundbreaking new works. In 2016, Paper Mill

received the Regional Theatre Tony award in recognition of its contribution to the national field, the industry's highest honor.

Paper Mill Playhouse facilities include a 1,150-seat theater with attendant backstage dressing rooms, offices, and production support areas; front-of-house lobbies with bars, concessions and restroom facilities; an 80 seat restaurant; a small house with two apartments; 2,500 square feet of education studios; a NY Costume Shop; parking lots and grounds.

Our Mission

Paper Mill Playhouse entertains, inspires, and enriches lives. As the nation's premier musical theater, we foster a creative environment to advance the art form, educate students, develop future theater lovers, nurture inclusion, and provide access for all.

Paper Mill Playhouse is an Equal Opportunity Employer where the spirit of inclusion feeds into everything we do. We are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates. We strive to create opportunities, access, resources, and rewards that are available to and benefit everyone. *Paper Mill Playhouse* is committed to equal employment opportunity regardless of races, color, ethnicity, ancestry, religion, creed sex, national origin, sexual orientation, age, citizenship status, marital status, disability, gender equity, gender expression, and Veteran status.