

PAPER MILL PLAYHOUSE

Job Title: Marketing and Audience Development Associate

Location: On-site, Millburn, NJ

Reports to: Director of Marketing and Communications

Status: Full-Time / Benefits Eligible / Non-Exempt

Position Overview

Paper Mill Playhouse seeks a motivated and community-minded Marketing and Audience Development Associate to support a wide range of marketing initiatives, with a primary focus on audience development and community relations. This role serves as a key interdepartmental liaison, helping align marketing strategy with the organization's community engagement initiatives that drive awareness, participation, and sales for the organization.

The ideal candidate has a passion for theater, strong organizational skills, and a desire to connect people and communities to the performing arts. This role requires flexibility, collaboration, and comfort representing Paper Mill Playhouse in public-facing environments.

Flexible schedule required, with the ability to work occasional evenings and weekends to attend performances, meetings, and community events.

Primarily office-based with regular off-site engagement at community locations and events.

Occasional travel within NJ may be required to attend community events.

Key Responsibilities

- Develop and implement outreach strategies for each Paper Mill Playhouse offering including mainstage shows, education, and outreach programs – to build community partnerships, advance the mission of the organization, and drive revenue opportunities.
- Drive Group Sales ticket revenue by identifying, cultivating, and maintaining relationships with group leaders, organizations, and schools; develop customized engagement strategies to secure repeat attendance and long-term partnerships.
- Identify key audience segments to help ensure that Paper Mill Playhouse's patron base reflects the demographic diversity of the surrounding community; initiate and nurture mutually beneficial partnerships with organizations and individuals rooted in those communities.
- Research, identify, and participate in community events that increase awareness of Paper Mill Playhouse and its programs; serve as an on-site representative at selected events, including some evenings and weekends.
- Create and manage email campaigns, including newsletters, marketing communications and education-focused messages; collaborate with internal teams to gather content and ensure accuracy and consistency.
- Provide promotional and program information for emails distributed by township partners, community organizations, and other external collaborators.
- Support the team's cultivation and maintenance of relationships with community leaders, educators, and cultural organizations, and other external partners to support outreach goals and strengthen Paper Mill's presence in the region.
- Coordinate communication and follow-up with multiple contacts; maintain accurate tracking of outreach activities, partner interactions, and event participation.

- Collaborate with internal teams, including Marketing, Education, and Development to support cross-departmental initiatives ensuring clear communication, shared timelines, and aligned outreach strategies.
- Support general marketing activities as needed, including audience development initiatives, promotional campaigns, content collection and event support.
- Uphold Paper Mill Playhouse's commitment to equity, diversity, and inclusion by engaging respectfully and effectively with individuals from diverse cultures, backgrounds, and communities.
- Perform other duties/projects as assigned.

Qualifications and Experience

- 1-3 years of experience in marketing, audience development or community engagement preferably in a cultural or performing arts environment.
- Excellent verbal and written communication, interpersonal, decision-making, and organizational skills.
- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook and Teams); experience with Adobe Acrobat and Zoom.
- Detail-oriented with the ability to manage multiple projects and follow up with numerous contacts.
- Proven ability to manage complex projects, adapt to ambiguity, and achieve results through effective strategy and execution.
- A self-starter who is capable of leading projects but also has an interest in and capacity for teamwork and collaboration.
- Comfortable representing the organization in public and community-facing settings.
- Commitment to equity, diversity, and inclusion, with the ability to interact effectively with people of different cultures and socio-economic experiences, free from prejudice and aggressions.

Additional qualifications:

- High level of professionalism, reliability, and attention to detail.
- Passion for theatre and arts education and a desire to share that with others.
- Alignment with Paper Mill Playhouse's mission and values.

Compensation

The salary for this position is \$50,000 annual commensurate with experience. Paper Mill Playhouse offers a competitive benefits package including medical, dental, vision, life, and AD&D insurance; paid time off; pre-tax flexible spending accounts; 403(b) matching contributions of up to 3% of salary; and access to various performances, educational events and professional opportunities.

To Apply

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

Send your resume and cover letter describing how your experience makes you the right candidate to **Recruiting@Papermill.org** with the subject line: **Marketing and Audience Development Associate**. Please indicate your earliest availability for a start date. 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; three 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 benefit everyone. *Paper Mill Playhouse* is committed to equal employment opportunity regardless of race, color, ethnicity, ancestry, religion, creed, sex, national origin, sexual orientation, age, citizenship status, marital status, disability, gender equity, gender expression, and veteran status.