

PAPER MILL PLAYHOUSE

Job Title: Restaurant Marketing & Events Assistant

Location: On-site, Millburn, NJ

Reports to: Director of Food & Beverage, with guidance from the Marketing & Communications Department

Status: Full-Time / Benefits Eligible / Exempt

About the Carriage House Restaurant

Paper Mill Playhouse is currently undergoing a \$48 million, campus-wide renovation project that includes multiple theater and campus enhancements. As part of this initiative, the F.M. Kirby Carriage House Restaurant recently completed an \$8.5 million renovation and expansion and now operates as a full-service dining and event venue.

The Carriage House Restaurant features a main dining room and bar, a smaller dining room/coffee bar, a cocktail lounge, and a flexible event space accommodating up to 100 guests. The restaurant serves both theatergoers and standalone diners while supporting private events, catering, and entertainment programming throughout the year.

Position Overview

The Carriage House at Paper Mill Playhouse is seeking a creative, organized, and outgoing Marketing & Events Assistant to support the marketing, promotional, and community engagement and private events initiatives for the restaurant and its growing entertainment programming.

Reporting to the Director of Food & Beverage and working closely with the Marketing & Communications Department, this position helps promote the Carriage House as a destination for dining, events, and live entertainment while providing marketing and administrative support to the Food & Beverage team.

The ideal candidate is highly organized, detail-oriented, creative, and comfortable building relationships in a collaborative hospitality environment. They demonstrate reliability, trustworthiness, and a strong work ethic aligned with Paper Mill Playhouse's mission and values.

Key Responsibilities

Marketing & Social Media

- Assist with marketing initiatives promoting the Carriage House Restaurant, private events, and entertainment programming.
- Manage restaurant social media accounts, including content creation, scheduling and publishing with guidance from the Marketing & Communications Department.
- Maintain an editorial calendar highlighting dining experiences, special events, entertainment, seasonal offerings, and private event opportunities.
- Maintain content calendars and online listings, community calendars and promotional websites with current restaurant and event information.
- Attend marketing meetings and collaborate with the Marketing & Communications Department on campaigns and special projects.
- Monitor social media engagement and identify opportunities to increase audience awareness.

Content Creation & Brand Support

- Capture photos and videos of food, beverages, events, guests, and behind-the-scenes moments for use across marketing channels.
- Coordinate additional photography and video projects as needed.
- Maintain an organized library of marketing photos, videos, and digital assets.

Private Events & Community Engagement

- Serve as the initial point of contact for private event inquiries and assist with lead tracking and next steps with restaurant management.
- Support efforts to promote private events, off-site and on-site hospitality services, corporate functions, celebrations, entertainment programming, dining experiences, and other restaurant initiatives.
- Represent the Carriage House Restaurant at community events, networking activities, and promotional opportunities as needed, including events such as Rocktoberfest, Explore Millburn's Girls' Night Out, Chamber of Commerce activities, and other local events.
- Help strengthen relationships with local businesses, organizations, hotels, and community partners.
- Research and recommend new partnerships, sponsorships, promotional opportunities and hospitality business development initiatives that support restaurant growth.

Administrative Support

- Assist with event coordination and marketing-related administrative projects.
- Coordinate communication and timelines between restaurant operations and the Marketing & Communications Department.
- Perform other related duties as assigned to support the successful operation and promotion of the Carriage House.

Qualifications and Experience

- One to three years of experience in marketing, hospitality, restaurants, events, or a related customer-facing environment preferred.
- Excellent written, verbal, and interpersonal communication skills.
- Experience managing business social media accounts, including Instagram, Facebook, and TikTok.
- Familiarity with Canva, Adobe Creative Suite, photography, or video editing preferred.
- Proficiency in Microsoft Office and Google Workspace.
- Strong organizational skills, attention to detail and ability to manage multiple projects and deadlines.
- Self-motivated with the ability to work independently and collaboratively.
- Strong customer service and relationship-building skills.
- Ability to work a flexible schedule, including occasional evenings, weekends, and special events.
- Creative thinker with an eye for visual storytelling and hospitality marketing.
- Passion for hospitality, food, live entertainment, and creating memorable guest experiences.
- 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.

Compensation

The salary for this position is \$50,000 annual. 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 Events Assistant**. 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; a 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.