



Job Opening: Marketing Coordinator

Description:

The Coolidge Corner Theatre Foundation is seeking a creative, highly organized, self-motivated Marketing Coordinator to join our team. The Foundation office is a team dedicated to carrying out the Coolidge's mission to *entertain, inform, and engage – building a vital community through film culture*. Reporting to the Marketing Manager, this position will work collaboratively with the Coolidge team to enhance our organization's branding and visibility while promoting all Coolidge programming.

The ideal candidate will be a strong copywriter and editor; have 1-2 years of writing, editing, and social media experience; have a knowledge of and passion for film; and be comfortable working in a fast-paced environment. This is a full-time position; periodic evening or weekend work is required.

Responsibilities include:

- Draft content for Coolidge and associated brand social media accounts, on platforms including Instagram, Facebook, Twitter, TikTok, Letterboxd, YouTube, and more. This includes but is not limited to: coordinating with the Marketing Manager to plan event announcements; capturing and editing video content; live social media coverage at select Coolidge events; interacting with social media followers; facilitating cross-promotional opportunities for select events; and staying informed about industry and social media trends
- Draft content of all weekly and monthly email newsletters.
- Design in-theatre collateral materials, including in-house weekly slideshow, flyers, film guides, Annual Reports, postcards, and more.
- Assist with management of content on coolidge.org, including updating static content, creating blog pages and short URLs to promote Coolidge programming, and more
- Perform other duties as assigned

Qualifications:

- Bachelor's degree preferred
- 1-2 years of experience in copywriting, editing, and creating brand social media content
- A firm knowledge of English grammar, spelling and punctuation, with superior writing skills and ability to accurately proofread and edit content
- Working knowledge of Adobe Creative Suite, especially Photoshop and InDesign. Skilled in standard office software, such as Google Docs, Canva, and the Microsoft Office Suite.
- Ability to work in a fast-paced, team environment and to carry out projects independently, managing multiple deadlines, taking initiative and flexibility in response to change. High quality standards and drive to improve.
- Keen analytical, organizational, and problem-solving skills that enable sound decision-making
- A strong enthusiasm for film and the Coolidge's mission

Salary Range:

\$42,000 - \$45,000

The Marketing Coordinator is a full-time position with the opportunity to grow professionally. The Coolidge office has a flexible work schedule; periodic evening and weekend work is required. Benefit package provided, including medical, dental and 403(b) retirement plan, paid holidays, and paid vacation on a graduated scale based on years of service.

Apply by:

April 29, 2024

How to Apply:

The Coolidge seeks to engage and retain a diverse workforce and encourages all to apply. Please send a cover letter (LAST_NAME_FIRST_NAME_COVER LETTER) and resume (LAST_NAME_FIRST_NAME_RESUME) to beth@coolidge.org with "Coolidge Marketing Coordinator" in the subject line. No phone calls please.

The Coolidge provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, the Coolidge complies with applicable state and local laws governing nondiscrimination in

employment. This policy applies to all terms and conditions of employment, including recruiting, hiring, promotion, termination, layoff, recall, leaves of absence, and compensation.

The Coolidge expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of the Coolidge's employees to perform their job duties may result in discipline up to and including discharge.

ABOUT THE COOLIDGE CORNER THEATRE

The Coolidge Corner Theatre is a nonprofit film and cultural institution located in Brookline, MA whose mission is to entertain, inform, and engage – building a vital community through film culture. The Coolidge is highly regarded as the premier art house cinema in New England and a cultural and community asset in Greater Boston, has a membership base of over 4,000, and serves over 220,000 patrons annually. In addition to screening first-run independent films, the Coolidge offers a wide variety of special programs and events, including community discussions, and collaborates with a myriad of other organizations.