



## Marketing & Content Associate

The Sofia, Home of B Street Theatre, Sacramento, CA

*Part-Time (30 hrs/week) - Onsite*

*\$750/week*

*Reports to: Associate Executive Director*

## About The Sofia & B Street Theatre

B Street Theatre is one of Sacramento's most beloved professional theatre companies, performing year-round at The Sofia — a state-of-the-art venue in the heart of Midtown. We create live entertainment that connects our community, sparks conversation, and brings the joy of professional theatre to audiences of all ages. This is a chance to join a passionate, creative team and directly shape how we tell stories to the world.

## Position Summary

The Marketing & Content Associate is a hands-on, execution-focused role for a detail-obsessed, creative marketer who thrives on bringing a brand to life across digital channels. Working closely with the Associate Executive Director and Communications & Subscriptions Manager, you will drive awareness and ticket sales through email marketing, social media, and website content — all produced to the highest standard of accuracy and quality.

## Key Responsibilities

### Email Marketing

- Own the end-to-end email production process, from copy and design through QA and deployment — always typo- and error-free.
- Manage the email calendar, recipient targeting, and send frequency per best practices.
- Segment lists based on past engagement and ticket-buying behavior in collaboration with the Communications & Subscriptions Manager.
- Measure performance and continuously optimize campaigns through A/B testing and data analysis.
- Maintain email health by reducing list decay and unsubscribes while improving deliverability and open rates.
- Ensure all emails comply with email best practices.

### Social Media

- Develop and execute social media strategy across The Sofia and B Street Theatre channels (Instagram, Facebook, LinkedIn, YouTube).
- Create and schedule engaging content including behind-the-scenes, event coverage, and promotional posts.
- Monitor engagement, respond to community interactions, and grow audience reach.
- Capture content at live events and special photoshoots.

## Website (WordPress)

- Collaborate with Communications & Subscription Manager to update front-end website content.
- Build ticket pages for theatre, concerts, and special events using assets provided by the Communications & Subscriptions Manager and contracted performers.
- Assist with resolving website issues by investigating possible causes and coordinating with external support as necessary.
- Maintain the Press webpage with photos and press releases.

## Partner & Presenter Support

- Serve as the marketing point of contact for presenting partners, providing assets, ticket counts, and promotional support.
- Engage with local marketing partners including Explore Midtown, Visit Sacramento, Sac365, and others.
- Assist in collecting and repurposing media clips for social and email use.

## Qualifications

### Required

- Bachelor's degree in Marketing, Communications, Journalism, English, or related field (or equivalent experience).
- 2–4 years of experience in digital marketing, content creation, or communications.
- Exceptional writing, editing, and proofreading skills — an absolute zero-tolerance standard for typos and errors.
- Proven proficiency with email marketing platforms (Mailchimp, Constant Contact, or similar).
- Working knowledge of WordPress or a CMS for front-end content management.
- Skilled in Canva and knowledgeable in Adobe Creative Suite for content creation.
- Strong understanding of social media best practices across major platforms.
- Analytical mindset: comfortable analyzing ticket sales, reading campaign data, and making data-informed decisions.
- Exceptionally detail-oriented with strong organizational and project management skills.
- Ability to prioritize and manage multiple deadlines simultaneously without sacrificing quality.
- Self-starter who can anticipate needs and work independently.

### Preferred

- Genuine passion for theatre, performing arts, or live entertainment.
- Experience with Google Analytics, Meta Business Suite, or other marketing analytics tools.
- Familiarity with project management tools (Asana, Trello, or similar).
- Experience in a nonprofit or arts organization.

## What We Offer

- A flexible, creative, collaborative work environment at one of Sacramento's premier arts venues.
- Complimentary tickets to B Street Theatre productions.
- Real ownership of your work from day one — your campaigns will be seen by thousands.

- Mentorship from experienced arts marketing leadership.
- Flexible scheduling within the 30-hour part-time week.

### How to Apply

Send the following to [lbaidoo@bstreettheatre.org](mailto:lbaidoo@bstreettheatre.org) with the subject line "Marketing & Content Associate — [Your Name]":

- Cover letter (no longer than one page) telling us why you're the right fit
- Resume
- Two writing samples (emails, social posts, web copy, or similar)

*B Street Theatre is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.*