



Marketing and Development Associate

San Francisco Youth Theatre (SFYT) is a community non-profit theater organization dedicated to transforming youth and community through the performing arts. We serve youth ages 4-24, offering skill-building classes and performance ensembles for elementary, middle and high school students, along with a professional Dream Ensemble, which tours throughout California. We are based at Red Poppy Art House and Intersection for the Arts, serving primarily San Francisco's Mission District. Our work also includes partnerships with SFUSD schools throughout the City and other community-based organizations. For more information visit www.sfyouththeatre.org.

As SFYT emerges from the COVID-19 shutdown, we are revitalizing our public image by building a new website and working with a marketing consultant who will advise SFYT's messaging and marketing plan. SFYT seeks a strong Marketing and Development Associate to work with the consultant to help launch the new website and marketing plan.

The Marketing and Development Associate will work with the SFYT leadership team to manage and grow SFYT's audiences on social media, email and the website. This person will have storytelling and other content development experience for dissemination via digital platforms. The Marketing and Development Associate will work with the leadership team to ensure timely delivery of content online, assist in the development of marketing and fundraising strategy and research trends to help build awareness of SFYT's work and mission and increase engagement by supporters, community members and the broader public.

The following is a general approximation of the work breakdown; the timely needs of the organization will change throughout the year.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Social Media: 30%

- Create appropriate content (including text, video, photos and news) for and manage SFYT's social media channels, including Twitter, Facebook, Instagram, and YouTube.*
- Regularly leverage social media to support SFYT programs.*
- Liaise with staff, leadership, clients and community members to highlight SFYT programs and to help lift up community voices.*
- Support programs and marketing campaigns through social media, writing and editing content as needed, and providing on-site support.*
- Leverage SFYT social media channels to liaison with peer organizations, network and build recognition of SFYT and its mission with other organizations and media outlets.
- Respond to inquiries and actively engage followers and influencers*

- Real-time social media coverage of SFYT's major virtual and in-person events
- Stay up-to-date with latest social media technologies and tools as well as suggest and implement new features.
- Develop SFYT alumnae engagement program in partnership with SFYT leadership.

Email: 15%

- Create appropriate content (including text, video, photos and news) for the bi-monthly newsletter and manage SFYT's email list.
- Leverage email list to support SFYT programs, classes and fundraising campaigns.
- Liaise with staff, leadership, clients and community members to support programs and initiatives and to help lift up community voices in email.
- Support fundraising events and campaigns through email, writing and editing content as needed, and providing on-site support.
- Respond to email inquiries and questions.

Website & systems support: 30%

- Work with the Marketing team to keep SFYT's website up to date, on brand and user-friendly.
- Work with Marketing team to manage a large and ever-growing collection of digital assets
- Assist in photography, video and other asset development as needed in promoting programs and events.
- Update postings on our free Google Ad account
- Support staff with administrative tasks

Development and Fundraising: 25%

- Process donations and entering fundraising data into the department's database
- Write fundraising acknowledgment letters
- General assistance in applying for grant opportunities
- Coordinate and planning cultivation and fundraising events
- Manage volunteers at events
- Perform prospect research and analysis
- Cultivate individual donors through phone and email follow-ups and in-person conversations

REQUIREMENTS

- 3+ years' social media and marketing role in a business or nonprofit environment;
- Fluency in dominant social media platforms, especially: Twitter, Facebook, Instagram;
- Knowledge of administrative systems and procedures such as word processing, managing files and records;
- Knowledge of online publishing platforms, procedures and basic HTML;
- Basic graphic design skills and ability to create branded media collateral (photos, videos) with Photoshop, Illustrator, Premier and/or online design platforms such as Canva, PicMonkey, etc.
- Excellent oral and written communication skills; ability to speak and write clearly and concisely.
- Demonstrates excellent interpersonal skills;
- Must demonstrate an ability to communicate effectively and diplomatically with diverse individuals and groups.
- Motivated self-starter who is willing to take direction and execute both independently and as a member of a team;
- Has the ability to prioritize and deliver work under tight deadlines while remaining effective and flexible within a fast-paced, highly fluid environment;
- Consistently maintains accurate and professional work habits, demonstrating a keen attention to detail;
- Skilled in and comfortable with interviewing a wide variety of people and gathering and synthesizing information from many sources;
- Maintains total confidentiality concerning highly sensitive information and acts with discretion at all times;
- Meets obligations through efficient work habits, including regular and predictable attendance, honoring commitments and meeting deadlines;
- Demonstrates cultural humility, works effectively across cultures, and demonstrates a commitment to learning, communicating and working respectfully with people different from oneself;
- Demonstrates a sure understanding of and commitment to the mission and values of SFYT.
- Spanish fluency a plus
- Knowledge about the San Francisco Bay Area arts ecosystem
- Interest in youth arts and cultural programming

Employment and Application Information:

This is a salaried half-time position (20-hours per week) that is intended to develop into a full time position over the course of eighteen months. Salaried will be commensurate with experience: \$24,000-27,000/yr. Open to contractors.

Benefits include: Paid Vacation Time, and Sick Days

Start date: May 1, 2021.

To apply: Send cover letter and resume to SFYT Executive Director Emily Klion:

Emily.klion@sfyouththeatre.org by April 15, 2021.

No phone please! Applications without a cover letter will not be considered.

The candidate must have access to strong wifi and be open to using their personal phone. If needed, candidate will be provided with a computer and appropriate software.

San Francisco Youth Theatre is an equal opportunity employer. We do not discriminate in hiring or employment against any individual on the basis of race, color, gender, national origin, ancestry, religion, physical or mental disability, age, veteran status, sexual orientation, gender identity or expression, marital status, pregnancy, citizenship or any other factor protected by anti-discrimination laws.