

# POSITION ANNOUNCEMENT



## MARKETING ASSOCIATE

FIRST STAGE is committed to dismantling structures that may prevent ALL people from applying for employment with us. FIRST STAGE celebrates the richness of our world by cultivating Equity, Diversity, and Inclusivity as they inspire the creativity that nurtures great art, artists, and audiences. FIRST STAGE acknowledges we have been party to supporting oppressive systems in the past and are committed to continuing to prioritize our journey in becoming an anti-racist and fully inclusive organization, and we strongly encourage candidates from historically underrepresented groups to apply.

FIRST STAGE is an equal opportunity employer and as such, we consider individuals for employment according to their abilities and performance. Employment decisions are made without regard to race, age, religion, color, gender, sexual orientation, national origin, physical or mental disability, marital or veteran status, or any other classification protected by law.

**Position: Marketing Associate**

**Status: Full-Time Hourly / Non-Exempt**

**Reports To: Director of Advancement**

**Start Date: After July 1, 2025**

**Salary Range: \$14.75-\$16.75/hour**

First Stage provides a competitive benefit package that includes but is not limited to the following: health/dental/vision coverage, vacation, and paid holidays, as well as a 403(b) plan.

## OVERVIEW

The Marketing Associate is responsible for managing First Stage's social media presence, ideating and capturing content of First Stage programming, and providing support with graphic design, website updates, and emails as needed. This role works closely with the Creative Director to ensure all First Stage messaging is accurate and meets brand guidelines.

## RESPONSIBILITIES

- Manage First Stage's organic social media presence on Facebook, Instagram, LinkedIn, and YouTube.
- Capture and edit content of Production, Academy, Education, and Development programming, with support from Creative Director and Associate Director of Advancement
- Collaborate with Production, Academy, Education, and Development teams to coordinate content filming.
- Create content for paid social media campaigns and collaborate with consultants to implement on Meta.
- Monitor social media comments, messages, and mentions and interact with community.
- Support Creative Director with graphic design, email creation, and website updates as needed.

- Become an expert in the First Stage voice and brand, ensuring that all writing and content meets guidelines. Write engaging social media captions as well as email and website copy as needed.

## **QUALIFICATIONS AND SKILLS**

- Entry-level position
- Education in marketing, social media, or graphic design
- Proficiency in creative writing, proofreading, and attention to detail
- Proficiency in Canva, Adobe Illustrator, and/or Adobe InDesign a plus
- Experience with email and front-end web design a plus
- Excellent project management skills, with the ability to manage multiple projects simultaneously and meet deadlines
- Creative thinker with strong communication and collaboration skills
- Passionate about the arts and committed to the mission of First Stage

## **TO APPLY**

Send your resume, cover letter, and work references to Andrea Klohn [aklohn@firststage.org](mailto:aklohn@firststage.org) with subject line - **Marketing Associate Application: (Last Name, First Name)**. If available, please also include a portfolio of writing samples and/or graphic design work.

## **ABOUT FIRST STAGE**

First Stage, Milwaukee's premiere non-profit theater for young people and families. First Stage is a nationally acclaimed professional theater company drawing annual audiences of more than 120,000 people. First Stage's production season includes mainstage shows at the Todd Wehr Theater, as well as our First Steps and Young Company Series of productions at Goodman Mainstage Hall at the Milwaukee Youth Arts Center - a total of more than 400 performances annually. First Stage also offers Theater-in-Education programs, serving 20,000 students in classrooms annually throughout southeastern Wisconsin. The First Stage Theater Academy, the largest and most high-impact training program of its kind in the nation, teaches "life skills through stage skills" to nearly 2,000 young people ages 3 - 18 each year. For more information about First Stage, including current updates on our Equity, Diversity, and Inclusion work, please visit [www.firststage.org](http://www.firststage.org).