

**Marketing Coordinator, TCG Books**

Theatre Communications Group, the national organization for theatre, seeks a part-time Marketing Coordinator to join the TCG Books program. The Coordinator, who should be based in the New York City area, will report to the Publications Manager and work with the TCG Books, Marketing, and Communications teams to market and promote TCG Books titles and events and help coordinate special sales to theatres and other organizations.

**About the Organization**

Theatre Communications Group (TCG) is committed to modeling, promoting, and advancing anti-racist and anti-oppressive values to fulfill its mission. Since its founding in 1961, TCG's constituency has grown from a handful of groundbreaking theatres to over 700 Member Theatres and affiliate organizations and nearly 8,000 individual members; TCG advances a better world for theatre and a better world because of theatre. TCG offers its members networking and knowledge-building opportunities through research, communications, and events, including the annual TCG National Conference, one of the largest nationwide gatherings of theatre people; awards grants and scholarships to theatre companies and individual artists; advocates on the federal level; and through the Global Theater Initiative, TCG's partnership with the Laboratory for Global Performance and Politics, serves as the U.S. Center of the International Theatre Institute. TCG is North America's largest independent publisher of dramatic literature, with 18 Pulitzer Prizes for Drama on the TCG booklist. It also publishes the award-winning American Theatre magazine and ARTSEARCH®, the essential source for a career in the arts. In all its endeavors, TCG seeks to increase the organizational efficiency of its Member Theatres, cultivate and celebrate the artistic talent and achievements of the field, and promote a more extensive public understanding of and appreciation for the theatre. For more info, visit: [www.tcg.org](http://www.tcg.org).

**About TCG Books Department**

TCG Books Department currently includes four full-time staff members: the Publisher, the Editorial Director/Playscript Director, the Senior Editor, and the Publications Manager.

TCG Books is the largest independent trade publisher of dramatic literature in North America, with over 450 titles in print. The book program commits to the life-long career of its playwrights, keeping all of their plays in print. TCG Books believes that plays are literature, and deserve the same care and attention as novels, short stories, essays, and other forms. Titles range from a who's who of contemporary playwrights, anthologies of culturally diverse plays, and resource materials for theatre professionals. It has published the work of more than 235 playwrights and other theatre professionals and sold over 4.5 million books since emerging as a publisher in 1984. Its authors have been awarded 18 Pulitzer Prizes for Drama, numerous Tony Awards, and one Nobel Prize for Literature, in addition to countless other national and international prizes. As a publisher of new plays and emerging playwrights, TCG Books has a dual objective: to bring new literary voices to public attention and to cultivate individual relationships with its playwrights that nurture their careers.

**What You Need for this Role**

The Marketing Coordinator should have a commitment to TCG's mission, core values, and its ED&I work within the workplace and in the field. They should possess a positive attitude and be able to successfully lead and work with a diverse staff. Outstanding interpersonal communication skills and exemplary work practices are essential, as are strong attention to detail and dependability. The successful candidate will have a commitment to learning and growth for oneself and others. The Marketing Coordinator will work directly with the TCG Books department, but also have a strong collaboration with the Marketing and Communications departments, as well as TCG Books' distributor, Consortium Book Sales and Distribution. In addition, the job requirements include:

- Strong commitment to anti-racism and inclusivity.
- 2-3 years marketing experience, ideally in books, theatre, or arts-related fields (knowledge and understanding of theatre strongly preferred).
- Excellent writing and communication skills.
- Experience supporting an overall social media strategy and managing individual social media campaigns (across Facebook, Twitter, LinkedIn, Instagram, and YouTube).
- Success creating, implementing, and evaluating the performance of email marketing campaigns.
- Comfort contributing ideas and leveraging analytics/data to strengthen overall books marketing strategies.
- Proven ability to plan and implement a marketing calendar.
- Awareness of brand consistency voice in creating marketing messages.
- Ability to work cross-departmentally and manage multiple projects simultaneously.

**What You Will be Doing**

- Developing and implementing social media and email marketing campaigns.
- Planning and launching digital and print advertising campaigns.
- Promoting the TCG online bookstore.
- Outreach to theatres and other organizations to coordinate book sales.
- Assisting with press releases and press inquiries.
- Liaising with TCG Books' distributor to utilize their marketing tools for both new and backlist titles.
- Support in-person and virtual events, including creating publicity materials such as flyers, signs, and displays.
- Assist with other tasks as necessary to ensure the smooth working of the team.

**Compensation, Benefit, and Other Information**

This regular part-time position will pay an annual salary of \$30,000, working 25 hours/week. TCG also covers 100% of health insurance premiums. Additional benefits include five vacation days, four personal days, paid sick-time, and other company time-off and holidays. Other benefits include a collegial environment that encourages a healthy work-life balance, personal and professional development opportunities through Grow@TCG, free TCG books, and events for staff designed by TCG's "fun committee" to foster a warm, inviting, and friendly office culture.

Staff members also participate in mandatory year-round ED&I, accessibility, and anti-racism trainings. As well as participating on various internal workgroups: TCG's ED&I Workgroup, BIPOC @ TCG affinity space, and Anti-Racist Learning and Action Affinity Space for White TCG Staff.

TCG is currently working remotely. However, in-person support may be needed, and this position may occasionally be expected to travel to the office and event spaces. Strict COVID-19 safety protocols will be followed for in-person events.

**How to Apply**

Please include "Marketing Coordinator, TCG Books" in the subject line and email résumé, cover letter, 2-3 references, and relevant writing samples (no more than 2 pages, can include social media copy, press releases, email marketing copy, etc.) in a single attached file to [job@tcg.org](mailto:job@tcg.org). All materials must be sent via email. No phone calls! We will respond only to those resumes in which we have interest.

**Application Deadline**

Submit application materials by Monday, March 28, 2022, 3pm EST (12pm PST). Applicants are encouraged to submit their materials as soon as they're able to. Materials will be reviewed as they are received.

**TCG is an Equal Opportunity Employer** and has a strong commitment to equity, diversity, and inclusion (ED&I) in our hiring process, as well as in all areas of our work. At TCG, we believe that diverse ideas, cultures, and traditions reflect the US's broad diversity and are vital assets that enrich the programs and services TCG provides for the theatre field. We respect the intersectionality of identities and are committed to EDI in our work and workplace. We strongly encourage candidates who identify as Black, Indigenous, and People of Color (BIPOC), LGBTQ+, gender non-conforming and non-binary, neuro-diverse, and people with disabilities to apply.