

## **JOB DESCRIPTION | MARKETING ASSOCIATE**

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**DEPARTMENT:** Marketing & Communications

**REPORTS TO:** Director – Marketing

**FLSA:** Full-Time, Exempt

**SALARY RANGE:** \$65,000

**LOCATION:** Palm Desert, CA (on-site)

### **JOB SUMMARY**

The McCallum Theatre seeks a creative, strategic, and detail-oriented Marketing Associate to support the theatre's Marketing & Communications department across digital content creation, social media engagement, and administrative functions. This role blends hands-on content development with departmental coordination and support, making it ideal for a highly organized multitasker who is passionate about the performing arts and eager to grow in arts marketing.

### **ESSENTIAL RESPONSIBILITIES**

#### **Social Media**

- Create, curate, and schedule paid and unpaid media content across platforms including Instagram, Facebook, LinkedIn, and emerging channels such as TikTok and YouTube
- Draft and execute monthly content calendars in collaboration with the marketing team and other departments
- Coordinate creative multimedia assets (graphics, videos, short-form storytelling) that align with show campaigns, institutional messaging, and community programs
- Lead day-to-day social media management: respond to comments, DMs, and tags with professionalism and personality
- Stay current on digital trends, algorithms, and tools to keep the McCallum's platforms dynamic and relevant
- Support influencer marketing initiatives and strategies that involve recruiting and empowering individuals, such as enthusiastic patrons, influencers, community members, students, and volunteers, to act as informal brand advocates
- Maintain content libraries, press archives, calendars, and production schedules

#### **Digital Content**

- Support seasonal show announcements, special events, and donor/education initiatives through strategic digital storytelling
- Work cross-functionally with education, development, and production teams to capture behind-the-scenes moments, artist interviews, and audience engagement stories
- Assist in coordinating content capture with photographers, videographers, and guest artists

- Collaborate with external creatives on special content projects as needed

### **Analytics & Reporting**

- Track performance metrics (KPIs) and audience insights using platform analytics and third-party tools
- Produce monthly social media reports with recommendations for growth and engagement
- Support campaign wrap-ups with clear documentation of outcomes and learnings

### **Marketing & Communications Support**

- Serve as an assistant to the Marketing & Communications Department, providing general administrative and project support
- Assist with marketing campaign coordination, timelines, and communications across departments
- Help draft and proofread copy including eblasts, show descriptions, event announcements, and donor communications
- Help manage marketing materials inventory (programs, signage, brochures, etc.) and assist with distribution as needed
- Assist with media relations tasks, including press list maintenance and tracking press coverage
- Support onsite marketing needs during performances and events, including step-and-repeats, photo ops, and patron engagement

### **MINIMUM REQUIREMENTS**

- 1–3 years of experience managing social media and content in a nonprofit, arts, or entertainment environment
- Working knowledge of website content management platforms, specifically WordPress
- Interest in performing arts, digital culture, and community-based storytelling

### **PREFERRED QUALIFICATIONS**

- Bachelor's degree in Marketing, Communications, Theatre, or related field preferred
- Proven success growing and engaging social media audiences
- Experience in running paid digital advertising (specifically Meta and Google)
- Exceptional writing and editorial skills with a strong eye for tone, voice, and clarity
- Proficiency in Canva, Adobe Creative Suite, or similar tools for basic graphic design and video editing
- Experience with CRMs such as Prospect2, Tessitura and project management tools like Smartsheet preferred
- Strong visual storytelling instincts and comfort creating short-form video content
- Highly organized and able to manage multiple timelines and priorities

- Photography or videography experience is a plus

## **WORK AUTHORIZATION/SECURITY CLEARANCE**

Proof of eligibility to work in the United States

Criminal, Civil background check will be performed

An equal opportunity employer/Drug Free Workplace

## **PHYSICAL REQUIREMENTS**

### **Work Environment**

This job operates in a professional, non-profit performing arts theatre. This role operates within the theatre as well as the exterior grounds of the facility.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Must possess strength, stamina, and mobility to perform light to medium physical work; vision to read printed materials and a computer screen and hearing and speech to communicate in person and over the telephone or radio. Finger dexterity is needed to access, enter, and retrieve data using a computer, keyboard, tools and equipment. Incumbents in this classification sit, bend, stoop and reach. Ability to lift 10 pounds is necessary for moving materials when necessary. Candidates must possess the ability to lift, carry, push, and pull materials with assistance and/or the use of proper equipment.

## **AAP/EEO STATEMENT**

McCallum Theatre provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

## **ABOUT THE MCCALLUM THEATRE**

McCallum Theatre is a renowned non-profit performing arts theater dedicated to enriching the cultural life of our community through a diverse program of world-class entertainment, education, and community engagement. Our mission is to provide a world-class platform for artists while enhancing the cultural experience for our patrons and supporting our local community. To learn more visit [www.mccallumtheatre.org](http://www.mccallumtheatre.org).

## **Palm Desert, California**

The City of Palm Desert was incorporated in 1973 and today numbers more than 50,000 year-round residents. It is centrally located in the heart of the Coachella Valley in southeastern Riverside County. Known as the educational, cultural and retail center of the desert communities, it is only 125 miles east of Los Angeles and 15 miles east of Palm Springs. The key industries are hospitality, tourism, service and retail.

A major center of growth in the Palm Springs area, Palm Desert is a popular retreat for "snowbirds" from colder climates (the Eastern and Northern United States, and Canada), who swell its population by an estimated 31,000 each winter. Recently Palm Desert has seen more residents become "full-timers", mainly from the coasts and urban centers of California, who have come for affordable but high-valued home prices.

**TO APPLY**

Please submit a resume, a brief cover letter, and 2–3 samples of past social media or digital content work to [marketing@mccallum-theatre.org](mailto:marketing@mccallum-theatre.org) with the subject line: Marketing Associate – [Your Name].