



# UMBRELLA PROJECT



## Marketing Coordinator

Seattle, Washington

Reports to: Marketing Director

5 hours/week

Umbrella Project is looking for a Marketing Coordinator to join our dynamic Seattle-based nonprofit. As Marketing Coordinator, you'll be responsible for aspects of our marketing strategies and campaigns from content creation and social media to our CRM and website management, as well as general support for our development and marketing teams. You'll work closely with our experienced nonprofit marketing team to develop and execute strategies and campaigns throughout the region. You'll help us develop creative campaigns that use every tool in the box, from content and design to digital ads and direct mail. You'll use content and design to bring campaigns to life, and track results through close coordination with our marketing and development teams.

The Marketing Coordinator may also contribute to the administrative side of Umbrella Project, attending meetings and keeping minutes, constructing organizational tools and project management, as well as acting as an advocate on behalf of Umbrella Project in different capacities.

### Who are we?

Umbrella Project exists to develop and advocate for diverse new theatrical work by demonstrating radical dramaturgical support. The phrase "radical dramaturgical support" is meant to be a comprehensive term including an ever-expanding and evolving collection of activities completed in support of a script development process

### Who are you?

- A creative mindset: you want to come up with incredibly creative ways to market our work and execute campaigns
- Strong attention to detail: you're able to keep tabs on multiple projects at once
- Driven by data & experimentation: you understand how to analyze data to optimize campaigns and improve results, including interpreting and analyzing data from multiple sources
- Exceptional organizational skills as well as verbal and written communication skills
- You have a positive attitude, and you're friendly and fun to work with

### What you'll do:

- Work closely with development, marketing and program teams to bring campaign ideas to life
- Assist in developing creative campaign ideas utilizing tools like email, direct mail, digital advertising, social media, and events
- Work closely with development to track campaign performance across metrics like open rates and conversions
- A/B test campaigns to achieve optimal results
- Partner with internal and external subject matter experts to develop materials that are digestible and relevant for prospects, partners, and our community at large guides, webinars, videos
- Coordinate the execution of marketing campaigns in a timely manner
- Support, as required, development activities that may include in-person events.

**Nice to have:**

- Understanding of the goals and processes of nonprofits
- Experience using marketing tools (e.g. Salesforce, Dynamics, Buffer)
- Experience using Google Analytics, Tableau, Google Data Studio, or similar
- Understanding of content marketing and social media
- Familiarity with ad platforms like Google AdWords and paid social
- Understanding of paid search, email and content marketing strategies and tactics
- Comfortable in an occasionally chaotic startup nonprofit environments
- Experience in dramaturgy, playwrighting, acting, or related theatrical experience

This is a volunteer position at this time. We hope to offer competitive stipends in the coming year.

**To apply**, send your resume and a short note expressing your interest to: [jswingle@funnelback.com](mailto:jswingle@funnelback.com).

Umbrella Project expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Umbrella Project is dedicated to Anti-Oppression and Equity.