



Marketing Associate, Alaska Junior Theater

Job Announcement - Full-time, exempt position

Description: Alaska Junior Theater is a presenter of professional theater, music and dance for young audiences. Each season, AJT presents five different shows in the Alaska Center for the Performing Arts, each for a week that typically includes 10 bussed-in school performances and one public performance. AJT reaches more than 40,000 students and family members each year. For more information visit www.akjt.org.

Alaska Junior Theater's Marketing & PR Associate works with the Executive Director to plan and implement AJT's Marketing, PR and Development strategies. Other general duties include clerical support, assisting with donor support and assisting with artists' logistics.

Skills needed: Strong writing skills, experience in Marketing and/or Public Relations, knowledge of Anchorage and Alaska, proven track record of marketing events. Must be skilled with MS Word, Excel. Familiarity with Apple computers, FileMaker Pro is helpful. Bachelors or Masters preferred.

Salary and Benefits: Salary \$30-33K DOE, Paid holidays, vacation, parking, contribution to insurance coverage, flexible schedule and a creative work environment.

Duties Include:

Marketing - Develop/Maintain marketing plan for the current season, which includes paid placement and non-paid publicity and community outreach efforts. Create and oversee AJT Website and web marketing.

Media Relations – Write and distribute PSA's, press releases, follow up with media, arrange for interviews and feature stories.

Print Materials – Write and oversee production of materials such as season brochure, annual benefit invitation, public and school show programs, annual report and other materials.

Program Ad Sales – Sell ads for and create AJT's show programs (playbills).

Clerical support—Answer phones, prepare board packets and mailings, maintain office supplies and postage, maintain AJT archives and provide clerical support.

Performance Logistics – Assist Education Associate with school registration, show seating and logistics.

Proposal Writing – Assist Executive Director with research of and writing of corporate, government and foundation grant proposals.

Annual Giving Campaign – Assist with mailing, tracking donations, maintaining database.

To apply: Send a cover letter, resume and three references by mail or email by July 15, 2009 to:

Lainie Dreas, Executive Director
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