

## Promotions Coordinator

### Position Summary

The Promotions Coordinator is a part-time position based out of Berkeley, CA and reporting to the Marketing Director. The purpose of this role is to ensure that The UC Theatre has a strong grassroots presence inside the venue, at local businesses and on streets, primarily in the East Bay and San Francisco.

### Qualifications

- Must have a car, valid driver's license, and clean driving record
- Must be 21 years of age or older
- Must be able to stand and walk for long periods of time
- Outstanding communication skills with extroverted personality
- 2+ years in a similar promotions / grassroots marketing role
- Experience scheduling staff members and leading where the team is postering/flyering
- AA degree or higher preferred

### Duties

The Promotions Coordinator will have several roles and responsibilities including but not limited to:

- On the first Monday of every pay period (every two weeks), create a schedule for the upcoming pay period with retail districts, upcoming related events, which days/times you will promote, and what you will distribute
  - Each pay period needs to have 20 hours of promoting scheduled and completed
- On the first Monday of every pay period, schedule your street team mates for shifts over the next two weeks.
- Hit every retail district at least once during each pay period
  - At least one 11x17 poster inside each business
  - 11x17 posters on poles in high traffic areas
- Ensure that posters inside theatre (lobby, hallway, bathrooms) and in the showcases are up-to-date before every show
- Ensure that posters in the showcases are changed the day after every show
- Ensure that posters at our partners' locations (Bobby G's, El Burro Picante, Revival) are up-to-date at all times
- Ensure that posters in UCT portfolios are up-to-date after every show
- Maintain and log retail documentation
- Submit event listings to major publications like East Bay Express, etc. (full list in Drive)

### Expectations for Street Team

1. Hang up the appropriate posters/flyers for your assigned location
2. Timestamps on your photos need to be no more than 10 minutes apart
  - a. There should not be any major gaps in time
  - b. If you run out of promo materials before your shift ends, let Marketing Director know that you need more materials and arrange a time for pick-up

3. Promote in minimum 5 retail locations for each street team shift.
  - a. When you are promoting in retail, be mindful of business hours since many stores are closed by 6pm.
  - b. Go into stores and restaurants and do the following:
    - i. Take a photo of outside the store/restaurant
    - ii. Ask staff if you can hang up posters and leave out flyers
    - iii. In the caption of your photo write one of the following

#### Compensation

Roughly 20-30 hours per week at \$17-19/hour DOE

#### Equal Employment Opportunity

The UC Theatre strongly supports equal employment opportunity for all applicants regardless of race, sex, religion, creed, national origin, age, disability, sexual orientation or any other legally protected classification.

To apply for this position, email resume and cover letter to [jobs@theuctheatre.org](mailto:jobs@theuctheatre.org). Include your name and reference the position in the subject line of the email. Resumes will be accepted until the position is filled. Interviews are by appointment only. No telephone calls, please.