

Title: Social Media + Marketing Coordinator

Position: Part-time, hourly (non-exempt), 15 hours per week

Reports to: Managing Director

Schedule: Flexible; must be available for content capture at evening and weekend rehearsals, performances, classes, and events

Summary

The Social Media + Marketing Coordinator is responsible for managing The Cat's day-to-day marketing and communications efforts across digital and print platforms. This role oversees the organization's social media presence, including the content calendar, routine posting, and content creation, while managing email newsletters and promotional campaigns to engage audiences and support organizational goals. The position coordinates content capture, develops social media graphics and promotional materials and produces a variety of print collateral including posters, postcards, flyers, and programs. Additionally, the Social Media + Marketing Coordinator maintains The Cat's photo, video, graphic, and marketing asset library, ensures consistent branding across all communications, tracks social media and email performance metrics, and proactively promotes upcoming productions, classes, events, programs, and community opportunities according to established marketing schedules.

Responsibilities

- Develop and maintain a social media content calendar and create and publish content on Facebook, Instagram, TikTok, YouTube, and other relevant platforms, with Facebook and Instagram as the primary channels, coordinating marketing deadlines with the Managing Director and appropriate program or production staff
- Maintain a consistent posting cadence of three posts per week across Facebook, Instagram, TikTok, and YouTube, plus regular Stories
- Promote Cat productions, rental productions, classes, educational programs, ticket sales, registrations, auditions, fundraising activities, and special events
- Coordinate with Pence Media Group, which manages The Cat's paid social advertising, so organic content and ad campaigns stay aligned
- Capture photos and short-form video at designated rehearsals, classes, performances, and events and edit for social media
- Coordinate with staff, instructors, production teams, renters, and volunteers to collect content when they are not personally present
- Create reels, stories, posts, and other behind-the-scenes and community-focused content, highlighting artists, students, volunteers, renters, donors, sponsors, and community partners
- Monitor routine social media comments and messages, direct questions to appropriate staff when needed, and escalate negative or sensitive comments to the Managing Director
- Plan, create, and send The Cat's monthly email newsletters (The Mewsletter and The Ticket) and routine promotional emails, gathering dates, links, photos, program information, and other content needed
- Maintain email templates and audience lists, track basic social media and email analytics and provide monthly performance reports

- Create posters, postcards, flyers, social graphics, signage, and other routine promotional materials including programs for Cat-produced shows and events using information supplied by production teams
- Create and maintain reusable templates for recurring marketing materials, prepare print-ready files and coordinate routine printing needs
- Create routine donor, sponsor, volunteer, and community partner recognition materials
- Maintain an organized library of photos, videos, logos, graphics, templates, and completed marketing materials
- Follow established brand standards and content pillars across programs and platforms
- Maintain appropriate photo/video permissions and follow established procedures when creating content involving youth

Skills and Experience

- Marketing, Communications, Graphic Design, Digital Media, Theatre Arts Administration, or related education preferred, but not required
- Relevant professional or portfolio experience may substitute for formal education
- Social media content creation and management experience including experience with Facebook, Instagram, TikTok, and YouTube
- Strong writing, editing, and proofreading skills
- Graphic design experience including Canva or comparable design software experience
- Ability to create materials for both digital and print use including email marketing platforms and newsletters
- Basic understanding of print preparation, including sizing, resolution, bleed, and margins
- Photography and short-form video skills including basic video editing skills
- Familiarity with Meta Business Suite, social media scheduling tools, and email marketing platforms

Competencies Required to be Successful

- Strong visual and storytelling instincts with the ability to maintain a consistent organizational voice and brand identity
- Strong organizational and deadline-management skills
- Ability to work independently and proactively gather information to support marketing and communications initiatives
- Ability to manage multiple productions, programs, and campaigns simultaneously
- Strong interpersonal skills and ability to collaborate and work with performers, students, parents, renters, volunteers, donors, sponsors, and community partners
- Sound judgment and professionalism regarding public communications, youth privacy, and sensitive organizational information

Compensation

\$20 per hour

Location

Carmel, Indiana. On-site at The Cat for rehearsals, performances, classes, and events, with flexibility to edit, schedule, and plan remotely.

Training and Onboarding

The Coordinator will be trained by The Cat's marketing partner, Pence Media Group, on The Cat's brand standards, content pillars, content calendar, templates, email newsletters, and platform workflows.

To Apply

Complete The Cat's online employment application by November 16, 2026. Applicants will be asked to provide a résumé, relevant experience, professional references, and any position-specific supporting materials.

Selected candidates will be contacted for interviews anticipated in late November or early December.