



## **Marketing Assistant**

Boulder Theater, Fox Theatre (CO)

**Employment Type:** Part-Time, Non-Exempt

**Reports To:** Vice President of Marketing

Z2 Entertainment is seeking a driven, organized, and creative Marketing Assistant to lead grassroots promotional efforts and assist in executing larger marketing plans for events booked at Boulder Theater, Fox Theatre, Chautauqua Auditorium Summer Concert Series, and 10 Mile Music Hall. This part-time hourly position is based in Boulder, Colorado and plays a vital role in increasing ticket sales and enhancing our brand.

### **Job Responsibilities:**

- **Marketing Support**
  - Maintain in-house marketing on a daily basis
    - Including window displays, digital screens, venue posters
  - Prepare and distribute promotional materials for the street team, local acts, and partners
  - Assist with the management of various social media platforms and other administrative tasks
  - Attend and engage in weekly marketing meetings
- **Team Management**
  - Recruit and supervise street team and online promotions team
    - Create engaging and interactive ways to have both street team and online team feel like an integral part of Z2
  - Assist in supervising the intern team
- **Community Engagement**
  - Understand the demographics of Boulder businesses, neighborhoods, and CU Boulder campus to create targeted promotional efforts
  - Build and maintain relationships with local businesses
  - Oversee distribution of complimentary tickets to business partners
  - Keep track of community events and oversee tabling / flyering initiatives
- **Analytics & Reporting**
  - Regularly attend events and report on audience demographics
    - Encourage interns, street team, and online team to do the same

### **Qualifications:**

- **Required**
  - Strong organizational skills, especially with attention to detail and time management
  - Excellent written and verbal communication skills
  - Ability to work collaboratively and is also self-motivated



- Creative, problem-solving mindset
- Reliable transportation for distribution of physical promotion and commuting between Fox Theatre and Boulder Theater
- Availability to do some work in evenings and on most weekends
- **Preferred**
  - Familiarity with applications including:
    - Google Workspace (Docs, Sheets, Drive)
    - Adobe Creative Suite (Photoshop)
    - Canva
  - Familiarity with various social media platforms including:
    - Meta (Facebook & Instagram)
    - TikTok
    - Snapchat
    - Reddit
    - Threads
  - Familiarity of the Colorado music scene and retail landscape

#### **Physical Requirements:**

- Duties require lifting and/or carrying of objects weighing up to 25 pounds. Must be able to climb stairs - the Fox Theatre office is located on the second floor. Employees must be in suitable physical shape to meet these requirements and alert the supervisor if he or she becomes unable to do so.

#### **Compensation & Benefits:**

- Pay Rate: \$18.00/hr
- Flexible 20 hour/week schedule
- Annual performance reviews and raise opportunities
- Optional 401(k) Plan
- Complimentary tickets to Z2 events

#### **Application Instructions:**

- Email your resume and cover letter to [christian@z2ent.com](mailto:christian@z2ent.com) with the subject line:  
**Marketing Assistant Application – [Your Name]**