



Richard Hopkins
Producing Artistic Director

floridastudiotheatre.org/work-with-us/careers

JOB DESCRIPTION

CONTACT: Timothy L'Ecuyer
Casting and Hiring Coordinator
(941) 366 – 9017 ext. 330
tlecuyer@floridastudiotheatre.org

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Marketing Associate

Florida Studio Theatre is seeking a creative, highly motivated **Marketing Associate** to join its fast-paced Marketing Department.

We are looking for a well-rounded marketing professional who is also a strong graphic designer and content creator. The ideal candidate enjoys moving between projects—designing an ad, creating digital content, capturing photo or video, supporting a marketing campaign, coordinating with vendors, and jumping in wherever the department needs them.

This position is ideal for a **self-starter who takes initiative, stays organized, manages multiple deadlines, and thrives in an environment where priorities can change quickly**. The Associate works closely with the Director of Marketing and will have opportunities to grow across graphic design, digital marketing, photography, video, social media, and content creation.

Job Responsibilities Include:

Marketing and Content

- Support the execution of marketing campaigns across print, digital, email, social media, and other channels.
- Create engaging visual content for FST productions, programs, events, and institutional initiatives.
- Capture photo and video content, including audience interviews, rehearsals, events, cast features, and behind-the-scenes material.
- Edit photography and short-form video for digital and social media use.
- Assist with developing creative briefs, shot lists, campaign concepts, and content ideas.
- Identify opportunities for content and take initiative in bringing ideas forward.

Graphic Design

- Design and produce print and digital marketing materials, including advertisements, posters, banners, flyers, postcards, brochures, playbills, signage, and social media assets.
- Translate creative direction from the Director of Marketing into polished, effective visual materials.
- Work within established brand standards while adapting creative across multiple campaigns and platforms.
- Prepare production-ready files for print and digital placements.
- Manage revisions efficiently and accurately.

Project and Production Coordination

- Manage multiple projects and deadlines simultaneously, keeping assignments organized and moving forward.

- Proactively follow up with internal departments to gather content, approvals, and materials.
- Coordinate with print and other outside vendors as needed.
- Review proofs and final materials for accuracy and quality.
- Help identify upcoming needs, deadlines, or missing materials rather than waiting for assignments to be given.
- Provide backup support for mailing and distribution operations when needed to maintain continuity.
- Jump in on other Marketing Department projects as needed.

Job Qualifications:

- Bachelor's degree in Marketing, Communications, Graphic Design, Digital Media, or a related field.
- 2–4 years of professional experience in marketing, communications, graphic design, content creation, or a related field.
- Strong graphic design skills with proficiency in Adobe Creative Suite, particularly InDesign, Illustrator, and Photoshop.
- Experience with photography, videography, video editing, digital content, and/or social media.
- Experience working in theatre, performing arts, entertainment, or another arts organization is a plus.
- A marketing-minded approach with an understanding of how design and content support broader marketing goals and campaigns.
- Demonstrated ability to take initiative and work independently without requiring constant direction.
- Strong organizational and time-management skills with the ability to manage multiple projects and deadlines simultaneously.
- Ability to work efficiently in a fast-paced environment where priorities and assignments may change.
- Positive, collaborative, resourceful, and receptive to feedback.
- Strong attention to detail and follow-through.
- Eagerness to learn and grow across multiple areas of marketing and content creation.

Location and Schedule:

- **This is a full-time, in-person position based at Florida Studio Theatre in Sarasota, Florida. This is not a remote or hybrid position.**
- Applicants should currently live within commuting distance of Sarasota **or be prepared to relocate to the Sarasota area within approximately 30 days of accepting an offer.** Please apply only if you are able and willing to meet this requirement.
- Because FST is a professional theatre with performances and events throughout the week, occasional evening and weekend availability may be required.

Job Type: Full-Time, Permanent

Reports to: Director of Marketing

Compensation: \$45,000 - \$50,000 plus benefits

Benefits for Full Time Staff: Health Insurance (including optional vision and dental) after two months, 401k with Employer match after one year, complimentary tickets, restaurant discount, paid vacation/PTO, paid holidays, paid parental leave, and more.

Anticipated Start Date / Hiring Timeline: Applications reviewed on a rolling basis; position open until filled

To Apply: Submit resume, cover letter, link to digital portfolio, and contact information for three references at <https://www.cognitoforms.com/FloridaStudioTheatre1/FloridaStudioTheatreHiring>

Florida Studio Theatre is working towards becoming a more inclusive and accessible organization. FST is thus committed to developing a work environment that is reflective of the diverse world that it serves. Applicants from all populations and underrepresented groups are strongly encouraged to apply. Consideration for employment will be given to all applicants without regard to race/ethnicity, gender identity/sexual orientation, age or ability.

FST operates five stages, the 173 seat Keating Theatre, the 237 seat Gompertz Theatre, the 109 seat Goldstein Cabaret Theatre, the 110 seat John C. Court Cabaret Theatre and the 100 seat Bowne's Lab Theatre.

For more information, visit our website at www.floridastudiotheatre.org