



# TBT

## TEXAS BALLET THEATER

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Hiring Company Name: Texas Ballet Theater

Position Title: Marketing Coordinator, Full Time Non-Exempt

Reports To: Director of Marketing & Communications

Location: Fort Worth Studio and Performance Venues throughout DFW

### Organization Overview

The mission of Texas Ballet Theater (TBT) is to create, present and tour world-class ballet, from classical to cutting-edge, and promote its appreciation, accessibility, and technical mastery among students, pre-professionals, and audiences of all ages. We are honored to be the only arts organization to serve as a resident company for leading performance venues in Dallas and Fort Worth – the Winspear Opera House and Bass Performance Hall. Our internationally recognized company is built on a rich 60-year history and boasts a repertoire that is creative, expressive, and collaborative.

Texas Ballet Theater is an equal opportunity employer. We are committed to creating an inclusive, welcoming, and respectful environment for all employees.

### What We Have to Offer You

- Benefit package which includes health insurance, time off benefits and matching 403B (within allowable limits).
- A respected and successful company.
- Being a part of the arts while investing in the Fort Worth and Dallas communities.
- A leadership team dedicated to achieving the Texas Ballet Theater mission.

### About Your Manager

- Reports to the Director of Marketing & Communications
- Task-driven, with expectation of a quick turnaround.
- Balance between two leadership styles (analytical/urgent versus a people-oriented work style)

### Position Description

The Marketing Coordinator is an entry-level position and serves as the organizational and operational hub of the Marketing Department, supporting project tracking, volunteer coordination, and merchandise operations while assisting with patron-facing communications and content support.

## **Key Responsibilities include but are not limited to:**

### **Project Tracking & Workflow Support**

- Maintain project timelines and task status within Basecamp
- Track deadlines, updates, and follow-ups as assigned
- Maintain master production calendars and documentation

### **Volunteer Program Coordination**

- Onboarding assistance
- Manage volunteer systems and resources
- Scheduling & Event coordination
- Cross-department collaboration
- Volunteer Experience & Engagement

### **Front-of-House & Events**

- Works in venue for each performance weekend
- Installs/removes FOH Marketing Materials
- Organizes lobby activations (Ballet Interactive)

### **Merchandise Operations**

- Lead seasonal Nutcracker Boutique operations
- Track year-round merchandise inventory & upkeep Shopify Store
- Assist with ordering, pricing coordination, sales tracking, and reporting

### **Social Media Support**

- Assist with social media scheduling under direction of the Marketing Manager
- Create Facebook Events
- Assist with patron communications and basic inquiries
- Engage with comments on organic posts

### **Event Listings & Calendars**

- Create and submit listings to community outlets and calendars

## **Essential Duties and Responsibilities**

- Reporting to the Director of Marketing & Communications, the Marketing Coordinator is responsible for maintaining organized workflows, accurate project tracking, and timely execution of assigned marketing tasks.
- This role supports internal operations and patron-facing efforts through strong organization, communication, and attention to detail.
- The Marketing Coordinator supports timely project completion through accurate tracking, documentation, and communication.
- The Marketing Coordinator will assist in lobby setup and patron support during performances.
- Regular and satisfactory attendance is an essential function of this position.
- Weekend and evening attendance at performances and special events is required and hours will vary during performance weeks. Because we are the resident company in two cities, ability to drive to Bass Performance Hall in Fort Worth and AT&T Performing Arts Center in Dallas is imperative.
- Other duties may be assigned.

## **Supervisory Responsibilities**

None.

## **Education and Qualification Requirements for the Role**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Education**

Bachelor's Degree in Marketing and/or Communications or related field preferred with a minimum of 1-2 years related experience.

### **Experience**

- At least 1-2 years in marketing roles, with experience in project coordination or team support.
- Successful record of accomplishment in marketing for an arts (or other non-profit) audience preferred.
- Previous customer service and sales experience is preferred.
- Experience with project management tools, social media management, and patron services is preferred.

### **Required Skills**

- Strong organizational and time management skills
- Ability to track multiple projects with accuracy and attention to detail
- Clear written and verbal communication skills
- Customer-service oriented approach to patron interactions
- Ability to follow established processes and workflows
- Collaborative working style and willingness to support team priorities
- Proficiency in Microsoft Office Suite (Excel, Word, PowerPoint, Outlook)
- Familiarity with project management tools and digital asset systems preferred
- Ability to work effectively in a fast-paced, deadline-driven environment
- Excellent written, verbal, and interpersonal communication skills. Excellent active listening skills and speech clarity.
- Ability to prioritize work, use good judgment, pay attention to detail, demonstrate a strong sense of urgency, and carry projects through to completion in a timely manner.
- Ability to manage multiple projects simultaneously and adapt to frequently changing environments.

### **Language Skills**

Demonstrated knowledge of in-depth sales, marketing techniques, and financial principles. Effective ability to communicate orally or in written form effectively with management, internal, and external customers. Ability to read and comprehend complex instructions, short correspondence, and memos, ability to write professional correspondence, ability to effectively present one-on-one or large group situations to customers, clients, and other staff members of the organization and community.

### **Mathematical Skills**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages and ability to apply concepts of algebra.

### **Reasoning Ability**

Demonstrate the ability to anticipate and solve practical problems or resolve issues. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form, ability to deal with problems involving several concrete variables in standardized situations, and ability to address customer personalities in various business situations.

### **Appearance and Grooming**

Daily dress at Texas Ballet Theater is business casual. All staff members are required to follow the guidelines set forth by the employee handbook.

Please submit resumes and cover letter to [humanresources@texasballet.org](mailto:humanresources@texasballet.org).