

CITY OF HOGANSVILLE – ROYAL THEATER

POSITION SUMMARY

The City of Hogansville is seeking a creative, organized, and community-minded individual to serve as the Part-Time Marketing, Advertising & Promotions Coordinator for the Royal Theater. This position is responsible for promoting the Royal Theater, its programming, events, and community presence through digital marketing, website management and design, printed materials, paid advertising, marquee updates, sponsor recognition, and other promotional activities as assigned.

The ideal candidate will have strong communication and design skills, experience with social media and digital marketing platforms, and the ability to independently coordinate multiple projects and deadlines.

ESSENTIAL DUTIES & RESPONSIBILITIES

Digital Marketing, Website & Communications

- Maintain and regularly update the Royal Theater website with current events, programming, announcements, photographs, graphics, sponsor information, and other relevant content.
- Make routine website design and layout updates to maintain an attractive, professional, user-friendly, and current online presence.
- Coordinate with the City's website provider for technical assistance, design modifications, functionality changes, and other website needs that cannot be completed internally.
- Regularly review website content to identify outdated information, broken links, needed design improvements, or other necessary updates.
- Manage the Royal Theater's Facebook and Instagram presence.
- Create, schedule, and publish engaging social media posts, reels, event promotions, and other digital content.
- Develop and distribute newsletters, announcements, and promotional email blasts through Constant Contact.
- Maintain current Royal Theater event and promotional information through the Troup County Chamber of Commerce and applicable City platforms and menus.
- Ensure consistent branding, messaging, and information across digital platforms.

Marquee & On-Site Promotions

- Maintain and regularly change the Royal Theater marquee to advertise upcoming movies, performances, events, programs, community announcements, and other approved information.
- Ensure marquee information is accurate, timely, professional, and updated as programming or promotional needs change.
- Coordinate marquee messaging with other Royal Theater advertising and promotional efforts.
- Assist with other on-site promotional displays and signage as needed.

Print Marketing & Design

- Design promotional materials for Royal Theater programs and events, including display posters, flyers, brochures, signage, and other promotional materials.

- Coordinate with printers and other vendors to ensure materials are produced accurately and available by required deadlines.
- Review materials for accuracy, grammar, dates, pricing, and consistency before publication or printing.

Paid Advertising

- Coordinate and prepare advertising for media outlets, including newspaper advertisements, radio advertisements, BeeTV, and other advertising opportunities as approved.
- Assist in determining appropriate advertising schedules for upcoming programs and events.
- Coordinate advertising content and deadlines with media representatives.

Sponsorship Recognition

- Maintain accurate and organized records of Royal Theater sponsors.
- Ensure sponsors receive appropriate recognition based upon their sponsorship commitments.
- Coordinate sponsor recognition across applicable digital, print, social media, website, advertising, marquee, and event materials.
- Help maintain positive relationships with community sponsors and partners.

Additional Duties

- Provide assistance with Royal Theater events, programs, promotional activities, and special projects as requested.
- Assist other City staff or departments with marketing, communications, promotional, or related projects when directed.
- Attend meetings, programs, community events, or other functions as necessary to support the Royal Theater and City.
- Perform other related duties, responsibilities, special assignments, and projects as assigned by the City Manager, supervisor, or designee.
- Duties and assignments may be modified based upon the operational needs of the Royal Theater and the City of Hogsenville.

KNOWLEDGE, SKILLS & ABILITIES

- Strong written and verbal communication skills.
- Excellent organizational and time-management abilities.
- Ability to manage multiple projects and deadlines simultaneously.
- Working knowledge of Facebook, Instagram, and other social media platforms.
- Experience creating social media posts and short-form video/reel content.
- Familiarity with Constant Contact or similar email marketing platforms.
- Basic website content management and design skills.
- Basic graphic design skills and experience with Canva, Adobe products, or similar design software.
- Ability to create professional, visually appealing marketing materials.
- Strong attention to detail and proofreading skills.
- Ability to communicate professionally with vendors, sponsors, media representatives, City staff, and members of the public.
- Ability to work independently while collaborating effectively with City staff and

Royal Theater personnel.

- Ability and willingness to adapt to changing priorities and perform additional assignments as operational needs arise.

MINIMUM QUALIFICATIONS

- High school diploma or equivalent required.
- Experience in marketing, advertising, communications, graphic design, website management, social media management, public relations, event promotion, or a related field preferred.
- Experience with social media and basic digital content creation required.
- Experience working with community organizations, entertainment venues, local government, nonprofits, or event-based organizations is preferred.
- Valid driver's license may be required depending upon assigned duties.

WORK SCHEDULE

This is a part-time position. Work hours may vary depending upon Royal Theater programming, promotional deadlines, meetings, special events, and operational needs. Some evening or weekend availability may be required.

PHYSICAL & WORK ENVIRONMENT

Work is performed in office, theater, and event environments and requires regular use of computers, phones, and standard office equipment. Duties may also require changing and maintaining the Royal Theater marquee, installing or replacing promotional materials and signage, and attending Royal Theater programs, community events, meetings, or promotional activities.

GENERAL STATEMENT

This job description is intended to provide a general overview of the duties, responsibilities, and qualifications associated with the position and is not intended to be an exhaustive or all-inclusive list. Employees may be required to perform duties outside of those specifically listed when such duties are reasonably related to the position or necessary to meet the operational needs of the Royal Theater or the City of Hogansville.

The City of Hogansville reserves the right to assign, modify, add, or remove duties and responsibilities at any time based upon operational needs. The employee is expected to perform other duties, special projects, and assignments as directed by the City Manager, supervisor, or authorized designee.

The City of Hogansville is an Equal Opportunity Employer.