Improv for Life Marketing Volunteer

Part Time

Stomping Ground Comedy's Improv for Life Marketing Volunteer is a data-driven, creative, detail-oriented role that requires a passion for using applied improv to build connection, confidence, and emotional well-being in diverse communities. This volunteer position offers hands-on experience in market research, analytics, and administrative operations; they work in coordination with the Marketing Team and under the supervision of the Improv for Life Director.

Schedule:
This remote position requires approximately 5 hours per week

Stomping Ground Mission:
Stomping Ground educates, entertains, and empowers the community – connecting people through comedy. And we won't stop till everybody's laughing.

Improv for Life Marketing Volunteer Mission:
This position advances Stomping Ground Comedy Theater's mission by creating awareness of Improv for Life programs and identifying community needs through strategic market analysis. By evaluating historical program data, identifying marketing trends, and managing day-to-day outreach, this role is pivotal in increasing program reach and impact."

Qualifications:

- Comfortable working with data, spreadsheets, and basic marketing metrics
- Strong ability to gather, evaluate, and summarize information
- Strong attention to detail and time-management skills
- Strong written and verbal communication skills
- An interest in improv, mental health/wellness, or community-driven programming is a plus
- Currently pursuing or have a degree in marketing, communications, data analytics, arts administration, or business preferred

Responsibilities:

- Analyze historical programming to evaluate program, enrollment, and audience trends.
- Conduct market research to analyze competitor offerings and industry trends within applied improv, wellness, and arts-based programming (local and national)
- Assist in organizing and cleaning marketing databases, lead lists, feedback surveys.
- Help organize and maintain contact database and marketing materials/assets
- Identify new marketing channels, event listings, community networks, and partner organizations to potentially expand program reach
- Assist with programming logistics, communications, and special event coordination as needed

Your Benefits:

- Enjoy free access to our comedy classes (as space allows) and complimentary entry to all shows for the duration of your volunteer engagement.
- Contribute to the growth of Stomping Ground and Improv for Life and really make a difference!

Volunteer will be required to pass a background check and adhere to confidentiality expectations.

Please email andrea@stompinggroundcomedy.org with relevant experience and interest