



**Marcus Performing Arts Center
Position Description**

Job Title	Senior Marketing Manager
Department	Marketing
Reporting To	Vice President of Marketing and Communication
FLSA Status	Exempt
Employment Status	Full-Time
Direct Report(s)	Digital Marketing Coordinator and Marketing Associate

JOB SUMMARY

The Sr Marketing Manager is responsible for the development, execution and measurement of marketing campaigns and paid media plans to promote Marcus Performing Arts Center programs, with the primary goals of driving sales to meet revenue targets and increasing and sustaining audiences. Serve as project lead for all paid media materials and seasonal website updates, including project management, organizing internal/external approvals, managing vendors and external contractors, and maintaining budgets and deadlines.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop Marketing and Advertising plans for all paid media.
- Lead the paid media Marketing team, identify new marketing opportunities and promotions, drive actions, estimate costs, execute and manage projects to completion.
- Work with team to ensure scheduled campaigns run properly including trafficking ads, deploying email / social campaigns, maintaining campaign details and reporting.
- Serve as a partner with other departments to ensure their design and materials needs are met.
- Process, prepare, publish and communicate project timelines, scope and actions.
- Manage the routing and approval of projects, including processing, preparation, and communicating status. Use that data-driven learning to recommend and execute campaign improvement opportunities, with a focus on overall business strategy and immediate budget needs.
- Create opportunities and remove obstacles for team members, so that they can produce effective work results that support MPAC and departmental goals.
- Communicate position expectations to team members to ensure mutual understanding of expected results.



- Support and administer MPAC's performance management program by conducting timely performance evaluations. Provide coaching and feedback to encourage good performance results.
- Encourage and work to provide continual learning. Refine work processes to enrich work and enhance productivity. Provide training and development opportunities to ensure continual skills acquisition.
- Communicate and administer MPAC's policies; assure consistent application and mitigate risk.
- Work with programming team and artists' representatives to secure visual assets and advertising/creative approvals from artists.
- Lead designer to create content that is high-quality, ensures brand identity, adheres to value propositions, and aligns with the guest's journey.
- Collaborate with internal partners to ensure Marketing matches business needs and is on-brand.
- Audit and summarize data, trends and processes as it relates to marketing campaign execution.
- Executes market research initiatives including online surveys.
- Analyzes and evaluates cost-effectiveness and return on advertising investment.
- Serves as back-up for press interviews and appearances for artists.
- Must be available to work occasional evenings or weekends.

This job description provides the general nature and scope of responsibilities for this position. Please note other duties and responsibilities may be assigned or removed at any time

QUALIFICATION REQUIREMENTS

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 abilities required.

Experience

Five years of marketing or communication experience.

Proven experience in developing and implementing strategic marketing plans.

Strong expertise with a broad marketing mix (including print, broadcast, digital channels, etc.), marketing analytics, attribution models, and performance optimization.

Experience working in a non-profit arts or cultural institution preferred.

Knowledge, Skills and Abilities

- A commitment to the arts and arts education.

- Ability to be appreciative of diverse perspectives, and a commitment to the organization's initiatives regarding racial equity, diversity, and inclusion (REDI).
- Display curiosity, comes up with useful ideas that are new, better, or unique; Introduces new ways of looking at problems; Can take a creative idea and put it into practice; Encourages diverse thinking to promote and nurture innovation.
- Collaborate, work cooperatively with others across the organization to achieve shared objectives; Represents own interests while being fair to others and their areas; Partners with others to get work done; Credits others for their contributions and accomplishments; Gains trust and support of others.
- Display tech comfort by anticipates the impact of emerging technologies and makes adjustments; Scans the environment for new technical skills, knowledge, or capabilities that can benefit business or personal performance; Rejects low-impact or fad technologies; Readily learns and adopts new technologies.
- Be responsive, readily takes action on challenges, without unnecessary planning; Identifies and seizes new opportunities; displays a can-do attitude in good and bad time; Steps up to handle tough issues.
- Display change agility by dealing comfortably with the uncertainty of change; Effectively handles risk; Can decide and act without the total picture; Is calm and productive, even when things are up in the air; Deals constructively with problems that do not have clear solutions or outcomes.
- Highly responsible, self-motivated, ability to communicate effectively, have efficient time management and organizational skills while also being able to thrive in an energetic, fast-paced creative environment.
- Data-driven and familiar with analytics programs to collect campaign data to assist in optimizing marketing campaigns.
- Self-starter, desire to learn and contribute.
- Highly collaborative.
- Demonstrated ability to prioritize and manage multiple projects simultaneously as well as the ability to adjust to frequent changes.
- Solid computer skills, including MS Office products: Word, Excel, and PowerPoint. Working knowledge of Adobe Creative suite helpful. Experience with ticketing software or CRM database a plus.
- Excellent verbal and written communication skills.
- Excellent interpersonal and customer service skills.
- Excellent organizational skills and attention to detail.



WORK ENVIRONMENT / JOB SPECIFICATIONS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Primarily perform work in a shared office environment. While performing the duties of this job, the employee is required extensively to sit and operate, handle or touch objects, tools or controls. Occasionally move around the office and access or use computers, office equipment, and other pertinent supplies, space or equipment used to perform the duties of the position. Work with frequent interruption. The employee is frequently required to talk or hear and requires close vision. The employee is occasionally required to stand, walk, stoop, kneel or crouch and lift up to 20 lbs. Must have reliable transportation to travel to offsite businesses for events, programs, meetings, etc.

The noise level in the work environment is usually quiet.