

OREGON **BALLET** THEATRE

KEVIN IRVING / ARTISTIC DIRECTOR

Title: Marketing Associate
Department: Administration
Position Status: Regular Full-Time, Hourly, Non-Exempt
Effective Date: Upon Hire

General Description: The Marketing Associate reports to the Director of Marketing and Communications and is responsible for project management and analytics of all electronic and print materials including e-blasts, banner campaigns, social media ads, playbills, posters, flyers, and postcards. The position assists with external communications and contacts including media representatives, vendors, and collaborating organizations. The Marketing Associate is also responsible for maintaining the media and publication archives, organizing all institutional and promotional events, and works closely with all departments in the coordination of marketing and public relations activities.

Essential Duties and Responsibilities:

- Administer annual media plan ensuring projects are delivered in a timely manner.
- Manage the production and distribution of marketing collateral (electronic and print), including writing, proofing, and coordinating approvals.
- Organize monthly marketing report package; analyzing effectiveness of pricing strategies and promotions, and trends in audience demographics and digital traffic behavior.
- Maintain social media topic schedule, manage posts and answer inquiries from social media followers.
- Create, monitor and optimize Google Adwords campaigns.
- Oversee promotional activities including ticket giveaways, special marketing events, backstage tours, and subscriber benefits.
- Respond to ticket donation requests and administer ticket trades with sponsors.
- Assist in developing and maintaining external marketing partnerships.
- Maintain publicity archives including news articles, video clips, photographs, playbills, cast lists, and other advertising materials.
- Serve as institutional coordinator for all front-of-house activities at promotional and special events.
- Coordinate OBT website updates with graphic designer.
- Other duties as assigned.

Qualifications for Success:

- Ability to organize, analyze and clearly communicate strategies with internal and external stakeholders.
- Ability to maintain an orderly historical record of materials.
- Skilled in use of computer software for data management, word processing, contact management and spreadsheets.
- Experience in website management, advertising, mobile, social media and email campaigns.
- Knowledge of general/consumer marketing strategy, campaign execution and branding.

Education & Work Experience:

- Bachelor's degree in marketing, communication, or related field.
- Three years of similar experience in marketing and communications with track record of achieving goals.
- Background in dance administration or a strong personal interest in dance preferred.
- Proficiency in Microsoft Office Suite of products, including Word, Excel, and PowerPoint.

Application Guidelines:

- Applications must include a Cover Letter and Resume/CV

Oregon Ballet Theatre is an equal employment opportunity employer. Our policy is to make all employment-related decisions without regard to an employee's race, color, creed, religion, age, national origin, marital status, mental or physical disability, sexual orientation, or any other basis prohibited by local, state or federal law. This policy applies to all personnel activities including employment, promotion, compensation and termination.

Oregon Ballet Theatre does not tolerate sexual harassment of any employee by another employee, supervisor, vendor, or customer for any reason.