



Title: Marketing Manager
Department: Marketing
Position Status: Regular Full-Time, Exempt
Effective Date: Upon Hire

General Description:

The Marketing Manager is an integral part of the marketing team, contributing to the strategic planning, execution, support and evaluation of all Single Ticket and Subscription campaigns for Oregon Ballet Theatre's main stage productions as well as collaborating with OBT School staff in support of growing student body. The Marketing Manager takes a lead in developing social media strategy, content, and monitoring engagement.

This position reports to the Director of Marketing and Communications.

Essential Duties and Responsibilities:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Develop and post social media content in accordance with the communications calendar. Monitor social channels and respond to and engage with participants in a voice consistent with OBT.
2. Manage Google Adwords sponsorship and paid display campaigns.
3. Create reports on digital performance and conversions using available tools including Google Analytics, Facebook Insights, MailChimp, and Ticketmaster pixels. Use data to inform future strategy for engaging with current and new audiences.
4. Identify target audiences and digital outreach opportunities for upcoming shows.
5. Work with Marketing Director and Senior Designer to maintain and update annual media plan schedule ensuring that all projects are delivered in a timely manner.
6. Project manage publication of performance playbills and act as main liaison between playbill publisher – Artslandia – and OBT staff.
7. Layout and update performance casting sheets.
8. Support the Marketing Director with identifying, pitching, and maintaining marketing partnerships.
9. Take the lead in marketing OBT School as well as provide marketing support to other departments as needed – Outreach, Production, and Development departments.
10. Organize all Audience Development promotion activities such as ticket giveaways, special marketing events, backstage tours, and subscriber benefits.
11. Attend staff meetings, marketing meetings and other meetings as required.
12. Attend Opening Nights and value added events as needed.

13. Serve as institutional coordinator for all front-of-house activities at the marketing table, and promotional and special events.
14. Coordinate OBT website updates in conjunction with staff graphic designer.

Organization-Wide Competencies;

At OBT, we are creating a culture where all of us exhibit the following values and competencies:

1. Acknowledge and learn from our mistakes
2. Celebrate our successes
3. Treat each other with kindness, dignity and respect
4. Communicate frequently, directly and openly
5. Advance diversity, equity and inclusion

Supervisory Responsibility:

This position has no direct supervisory responsibilities

Education and Work Experience:

1. Bachelor's degree in marketing, communication, or related field.
2. Minimum college level degree, or minimum of three years similar experience in marketing and communication with track record of achieving goals, preferably in the performing arts.
3. Must have excellent communication skills, including writing at a very high level.
4. Demonstrated public/media relations and/or marketing experience.
5. Background in dance administration or a strong personal interest in dance preferred.

Preferred Education and Experience:

1. Bachelor's degree in marketing, communication, or related field.
2. Three years of similar experience in marketing and communication with track record of achieving goals, preferably in the performing arts.
3. Excellent communications skills, including writing at a very high level.
4. Demonstrated public/media relations and/or marketing experience.
5. Background in dance administration or a strong personal interest in dance preferred.

Work Authorization/Security Clearance:

OBT conducts background checks after a conditional offer of employment is made. OBT reviews the results of each background check individually and assesses them on a case-by-case basis for context and relevance to a job.

Physical Requirements & Working Conditions:

This job operates in a professional office, dance studio, and theater environments. This role routinely uses standard office equipment. The physical demands described herein 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.

While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; talk or hear. The employee must occasionally lift or move products and supplies, up to 25 pounds.

Position Type/Expected Hours of Work:

This is a full-time position. Days and hours of work are Monday through Friday, 9:00 a.m. to 5 p.m. This position regularly requires extended hours and weekend work.

Travel:

Travel is primarily local during the business day, although some out-of-area and overnight travel may be expected.

AAP/EEO Statement:

Oregon Ballet Theatre is committed to advancing equal employment opportunities. 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. We are committed to a diverse and cultural inclusive workplace in which our differences broaden our awareness, enrich our daily experiences and contribute to our collective strengths. 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.

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Signatures

This job description has been approved by all levels of management:

Manager_____

HR_____

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee_____ Date_____