



Title: Marketing Manager
Department: Marketing and Communications
Position Status: Regular Full-Time, Exempt, Benefitted
Effective Date: Open Until Filled

Position Overview:

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 main stage productions, and collaborating with OBT School in growing its student body. This position takes a lead in developing social media strategy and content, and monitoring engagement. The Marketing Manager reports to the Director of Marketing and Communications.

Primary Responsibilities:

- 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.
- Manage Google Adwords sponsorship and paid display campaigns.
- 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.
- Identify target audiences and digital outreach opportunities for upcoming shows.
- 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.
- Project manage publication of performance playbills and act as main liaison between playbill publisher and OBT staff.
- Layout and update performance casting sheets.
- Support the Marketing Director with identifying, pitching, and maintaining marketing partnerships.
- Take the lead in marketing OBT School and provide marketing support to other departments as needed, including Education and Community Engagement, Production, and Development.
- Support the marketing team with initiatives to connect and share ballet with people of color, including working with and across other departments.
- Identify ways to make ballet more accessible to communities of color across all communications channels, including website, print advertising, social media, and special events.
- Organize all audience development promotion activities such as ticket giveaways, special marketing events, backstage tours, and subscriber benefits.
- Attend opening nights and value-added events as needed.

- Serve as coordinator for all front-of-house activities related to marketing during performances, including photo booth and marketing table.
- Attend staff meetings, marketing meetings, and other meetings as required.
- Other related duties as assigned.

Experience and Skills:

- 3-5 years in marketing with a demonstrated track record of achieving goals, preferably in the performing arts.
- Lived and/or professional experience partnering, communicating, and engaging communities of color, including Black, Indigenous, Latinx, and/or Asian.
- Strong technical and analytical ability, including experience in Google Analytics, Google AdWords, Later social media planning platform, Mail Chimp, and Survey Monkey.
- Basic knowledge of Photoshop, InDesign, and video editing.
- A commitment to advancing and modeling diversity, equity and inclusion.
- Excellent written and communication skills
- Background in dance or a strong interest in dance.

Equity:

OBT is committed to a diverse, racially and culturally-inclusive, and equitable workplace in which differences broaden our awareness, enrich our daily experiences, and contribute to our collect strengths. We seek to understand, acknowledge, and mitigate inequities in ballet in general, and at OBT specifically.

Our Culture:

Across our organization, OBT is committed to creating a culture characterized by the following: Kind. Positive. Solution-Oriented. Gratitude. Candid. Forgiving. Learning. Trust. Teamwork. Diverse. Equitable and Inclusive. Ambassadors. Accountable.

Accommodations:

As part of our commitment to equity, OBT will make reasonable accommodations to enable individuals who are differently-abled to perform the primary responsibilities of this job.

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.

Working Conditions:

This job operates in a busy, sometimes crowded, occasionally loud, and fast-paced setting, including a professional office, dance studio, and large public theaters. During COVID, much work has been conducted remotely offsite. 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; and must occasionally lift or move products and supplies, up to 25 pounds.

Work Schedule:

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. Flexible scheduling of work hours is an option.

Travel:

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

Compensation and Benefits:

This position starts at \$42,000 annually, and is provided full benefits, including: employer-paid medical, dental, and vision insurance; life insurance; and 23 days off annually (15 days PTO and 8 paid holidays). In addition, employees may elect and self-fund the following benefits: 403(b) retirement plan; flexible spending account for health-related expenses and/or childcare; short-term and/or long-term disability insurance; and additional life insurance.