



Title: Senior Marketing Manager
Department: Marketing
Position Status: Full-time, Exempt; Benefits-eligible Upon Hire
Direct Report: Video and Content Manager
Effective Date: Position is currently open

General Description:

The Senior 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 Senior Marketing Manager takes a lead in developing social media strategy, content, and monitoring engagement.

Essential Functions:

- Manage OBT sponsored and organic social media in accordance with the communications calendar. Monitor social channels and respond to and engage with participants in a voice consistent with OBT. Engage with and supervise OBT dancers who contribute to social media. Prepare social media engagement and growth summaries with recommendations.
- Supervise Video Content Manager ensuring planned video projects developed for press, digital campaigns, website, and social media are produced at highest quality and on schedule.
- Collaborate with OBT School Director and key administrative staff to develop ongoing print and digital campaigns for the school and for OBT's preprofessional company, OBT2. Manage OBT School's quarterly e-news and website updates.
- Work with Marketing Director and designer to plan, 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 – Artslandia – and OBT staff.
- Manage Google Adwords sponsorship and Google paid display campaigns.
- Layout and update performance casting sheets.
- Support the Marketing Director with identifying, pitching, and maintaining marketing partnerships.
- Support the marketing team with initiatives to connect and share ballet with diverse populations, efforts will include working across departments: Company, OBT School, Development, and Education & Community Engagement.
- Identify ways to make the art form more accessible across all OBT communications: website, print advertising, social media, and special events.
- Work with Marketing Director to provide marketing support to other OBT departments— Education and Community Engagement, Production, and Development departments.
- Assist with Audience Development activities such as merchandise planning/orders, ticket



giveaways, special marketing events, backstage tours, and subscriber benefits.

- Attend staff meetings, marketing meetings and other meetings as required.
- Attend performances and value-added events as needed.
- Serve as coordinator for all front-of-house activities related to marketing during performances – photo booth, marketing table.
- Coordinate OBT website updates in conjunction with graphic designer.
- Other duties as assigned.

Experience & Skills:

- Four to five years progressive experience in marketing and communication with track record of achieving goals, preferably in the performing arts.
- Excellent communications skills, including writing at a very high level.
- Strong technical and analytical ability with specific experience in Google Analytics, Google Ad Words, Social media planning platforms such as Later, email providers such as Wordfly, Mail Chimp, and Survey Monkey, online design software such as Canva
- Basic knowledge of Photoshop, InDesign and video editing preferred.
- A commitment to advancing and modeling diversity, equity and inclusion.
- Background in dance administration or a strong personal interest in dance preferred.
- Experience working with families and youth who are Black/African American, Latinx, and/or Native American preferred.

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 collective strength. 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. Disagree Well. Compassionate. Ambassadors. Accountable.

Accommodations:

As part of our commitment to equity, OBT will provide reasonable accommodation 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 shared professional workspace in our Bancroft Offices which includes rehearsal studios, as well as in large public theater environments during season performances. Some work is conducted remotely offsite.

Work Schedule:

This is a full-time 40-hour per week position that regularly requires extended hours and weekend work during performances. Flexible scheduling of work hours is an option. Regular days and hours of work are Monday through Friday including at least three days in person – additional time in the office scheduled as needed depending on studio activities. This position regularly requires extended hours and weekend work during performances.

Compensation:

This salary range for this position is \$55,000 - \$65,000 depending on experience and is provided full benefits, including: employer-paid medical, dental, and vision insurance; life insurance; and 25 days off annually (15 days PTO and 10 holidays). In addition, employees may elect and self-fund the following benefits: 403(b) retirement plan; short-term and/or long-term disability insurance; flexible spending account for health-related expenses and/or childcare; and additional life insurance.

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.