



JOB DESCRIPTION | MARKETING MANAGER

REPORTS TO: Vice President of Marketing

FLSA: Full-Time, Exempt

PAY: \$70,000 - \$80,000, Annually

LOCATION: On-Site 100%

JOB SUMMARY

The McCallum Theatre is seeking a talented and highly motivated Marketing Manager to join our team. The Marketing Manager will play a pivotal role by ensuring an up-to-date and efficient project management system to ensure that all departmental deadlines are met on time and with excellence. The Marketing Manager will work closely with the Vice President of Marketing to support strategic planning, enhancing our brand awareness and engagement in communities throughout the Coachella Valley by uplifting performances, as well as education and development events and initiatives. Experience in the non-profit sector is highly desirable, and knowledge of live entertainment promotions and artist and patron relations is highly preferred.

ESSENTIAL RESPONSIBILITIES

- Support the marketing team in meeting or exceeding annual sales revenue goals
- Foster a collaborative and inclusive work environment that empowers team members to maximize their full potential
- Design and prep for printing forms, documents, newsletters, advertisements, special event logos, invitations postcards, and varied collateral pieces to support all departments, as needed
- Create and collect engaging content for McCallum Theatre's marketing and communications channels, including collateral such as season brochures, blog, social media platforms, house programs, emails, and internal and external publications
- Conduct interviews with artists, staff and board members, and others to develop content
- Draft copy points and or speeches as needed to support senior management
- Coordinate and traffic materials for paid and organic marketing efforts, ensuring on-time delivery of all assets
- Monitor McCallum Theatre's official website to maximize quality of user experience, ensuring that all information is on brand, up-to-date, and technically sound
- Increase brand awareness and engage with new and existing audiences
- Collaborate with the Vice President of Marketing to ensure consistent branding and messaging across omni-channel marketing
- Utilize software such as Prospect 2, Adobe Acrobat, Smartsheet, Excel or similar software programs to create and manage marketing projects efficiently
- Coordinate with external companies to facilitate competitive bids, and oversee all printing and mailing house activities
- As required, support Digital Marketing Manager on creation and deployment of email marketing campaigns using Prospect2
- Utilize the Tessitura database to target and segment audience accounts effectively to capture lists for direct mail, email, and social media marketing
- Leverage experience with non-profit and community organizations to develop and deepen relationships with key individual and organizational partnerships that deliver on established goals
- Collaborate with Vice President of Marketing to develop landing pages and online forms for campaigns and promotions
- Support Senior Manager Creative Services and Digital Marketing Manager with graphic design projects

- Own organizational responsibility for the department's shared drive files, ensuring all materials and information are up to date, including logos, videos, photos, programs, brochures and invitations
- Maintain files for all departmental invoices and support the VP, Marketing in coding invoices for payment and prepping project settlement accounting
- Collect digital tear-sheets for ads that have been published
- Support staff members' understanding of how to use the online Production Sheet to submit new design project requests
- Other administrative and project-related duties as assigned

MINIMUM REQUIREMENTS

- Bachelor's degree in Marketing, Communications, or a related field or experience in lieu of degree
- 5+ years of marketing experience, preferably in the non-profit or arts sector
- Exceptional organizational and project management skills
- Exceptional proofreading skills
- Strong history of writing feature stories about arts & culture
- Experience with email marketing platforms and database management
- Strong ability to work with various core software platforms, including Prospect2, Adobe Acrobat, Smartsheet, Word, Excel, PowerPoint, or similar software programs
- Excellent communication and collaboration skills to collaborate effectively with diverse stakeholders
- Strong organizational skills and the ability to manage multiple projects simultaneously
- Flexibility to work extended hours on weekends when required
- A passion for the performing arts and a commitment to McCallum Theatre's mission

Preferred Qualifications

- Prior experience with Tessitura, Prospect2, and Smartsheet
- Prior experience in public relations for the arts sector
- Photography and/or videography skills to support content capture related to the McCallum Theatre and related events

Work Authorization/Security Clearance

Proof of eligibility to work in the United States.
Criminal, Civil background check will be performed.
An equal opportunity employer/Drug Free Workplace

PHYSICAL REQUIREMENTS

Work Environment

This job operates in a professional, non-profit performing arts theatre. This role operates within the theatre as well as the exterior grounds of the facility.

Physical Demands

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. Must possess strength, stamina, and mobility to perform light to medium physical work; vision to read printed materials and a computer screen and hearing and speech to communicate in person and over the telephone or radio. Finger dexterity is needed to access, enter, and retrieve data using a computer, keyboard, tools and equipment. Incumbents in this classification sit, bend, stoop and reach. Ability to lift 10 pounds is necessary for moving materials when necessary. Candidates must possess the ability to lift, carry, push, and pull materials with assistance and/or the use of proper equipment.

AAP/EEO Statement

McCallum Theatre provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

ABOUT THE McCALLUM THEATRE

McCallum Theatre is a renowned non-profit performing arts theater dedicated to enriching the cultural life of our community through a diverse program of world-class entertainment, education, and community engagement. Our mission is to provide a world-class platform for artists while enhancing the cultural experience for our patrons and supporting our local community. To learn more visit www.mccallumtheatre.org.

