



JOB DESCRIPTION | DIGITAL MARKETING MANAGER

REPORTS TO: Vice President of Marketing

FLSA: Full-Time, Exempt

PAY: \$70,000 - \$75,000

LOCATION: On-Site 100%

****Internal Post ONLY** Please email your resume and cover letter to
shanon@hradvantageconsultants.com**

JOB SUMMARY

The McCallum Theatre is seeking a talented and highly motivated Digital Marketing Manager to join our team. The Digital Marketing Manager will play a pivotal role in enhancing our online presence in promoting our performances, educational programs, and community initiatives. This role focuses on social media creation, production and promotions; email marketing creative and cultivation; SEO management; Google Grants and Analytics and collaboration with the Creative Services Program Manager to maximize optimal marketing software and capabilities. Experience in the non-profit sector is highly desirable, and knowledge of donor promotions and relations is a significant advantage.

ESSENTIAL RESPONSIBILITIES

Social Media Management

- Create and manage engaging content for McCallum Theatre's social media platforms, including Facebook, Instagram, Twitter, and LinkedIn.
- Develop and implement social media ad campaigns utilizing Artist content to drive ticket sales, increase brand awareness and engage with new and existing audiences.
- Produce and edit performing artist's video content, including promotional videos, behind-the-scenes footage, and artist interviews when requested.
- Collaboration with the Vice President of Marketing and Creative Services Program Manager to ensure consistent branding and messaging across omni-channel marketing.
- Utilize software such as Prospect 2, Adobe Acrobat, Smartsheets, Excel or similar software programs to create and manage marketing projects efficiently.
- Foster a collaborative and inclusive work environment that empowers team members to maximize their full potential.

Email Marketing

- Manage email marketing campaigns using Prospect 2, including creating visually appealing Artist promotions and newsletters.
- Utilize the Tessitura database to target and segment the audience effectively in capturing the ideal demographics.
- Leverage experience with non-profit organizations and community organizations to enhance donor relations and support fundraising initiatives.

Website Management

- Maintain and update McCallum Theatre's website to ensure it reflects current events, programs, and information.
- Monitor website traffic and analyze the performance of Google Ads campaigns, making data-driven adjustments to improve visibility and reach.
- Implement SEO best practices to improve website visibility and rankings.
- Collaborate with the VP of Marketing to develop landing pages and online forms for campaigns and promotions.
- Develop and execute strategic campaigns to maximize the impact of Google Grants in promoting events, programs and adapt strategies accordingly to maintain eligibility and maximize funding.

- Regularly audit the website for accuracy, functionality, and security.

MINIMUM REQUIREMENTS

- Bachelor's degree in Marketing, Communications, or a related field.
- 3+ years of digital marketing experience, preferably in the non-profit or arts sector.
- Proficiency in social media platforms and scheduling tools.
- Strong video editing skills and experience with video editing software.
- Proficiency in Google Analytics and SEO best practices.
- Experience with email marketing platforms and database management.
- Strong organizational and project management skills.
- Proficiency in Prospect2, Adobe Acrobat, Smartsheets, Excel or similar software programs.
- Excellent communication and collaboration skills to collaborate effectively with diverse stakeholders.
- A passion for the performing arts and a commitment to McCallum Theatre's mission.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Flexibility to work extended hours on weekends when required.

Preferred Qualifications

Relevant training certifications in Social Media, and Email Marketing.

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 REQUIRMENTS

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.

N=Never Not present F=Frequently: Occurs 1/3-2/3 of time
 O=Occasionally: Occurs 1/3 of time C=Constantly: Occurs 2/3 or more

Physical Demands	N	O	F	C		Comments
Sitting				X		
Walking		X				
Climbing/Balancing		X				
Stooping/Twisting		X				Waist/Neck/Shoulders
Kneeling		X				
Squatting		X				

Crawling		X				
Push/Pull				X		
Reaching				X		
Gripping		X				
Keyboarding				X		
Pinching		X				
Neck rotation/extension			X			
Foot use				X		
Visual acuity				X		
Lift/Carry	N	O	F	C		Comments
Up to 10 lbs		X				
11-25 lbs	X					
26 to 50 lbs	X					
51 to 75 lbs	X					
75 lbs to 100 lbs	X					
Over 100 lbs	X					
Environmental Conditions	Y	N		Y	N	Comments
Uneven ground		X	Exposure to dust/fumes		X	
Excessive noise		X	Exposure to Biohazards		X	
Extreme temperatures		X	Exposure to hazards		X	
Working at heights		X	Working w/ machinery	X		Interactive Exhibits
Exposure to noise (> 90 dbe in 8 hrs per day)		X				

Physical Demands Definitions

Physical Demands Specific physical activities required to perform a job as defined in the position description.
Essential Functions Fundamental job duties of the position as defined by the Americans with Disabilities Act (ADA).

Specific Physical Demands

Sitting Remaining in a seated position.
Standing Remaining on one's feet in an upright position at workstation without moving about. Not type of surface
Walking Moving about on one's feet. Note type of surface/irregularities
Climbing Ascending or descending ladders, stairs, scaffolding, ramps, etc., using feet and legs, or hands and arms. Note in terms of steepness, height, surface type.
Balancing Maintaining body equilibrium to prevent falling.

Stooping	Bending downward and forward by bending spine at the waist, re requiring full use of lower extremities and back muscles.
Twisting	Includes lateral rotation of the trunk and spine.
Kneeling	Bending legs at knees to come to rest on knee or knees.
Squatting	Bending body downward and forward by bending spine at the waist, requiring full use of the lower extremities and back muscles.
Crawling	Moving about on hands and knees or hands and feet. Note surface type, distance,
Push/Pull	Exerting force upon an object so that the object moves away or toward the force.
Reaching	Extending hand(s) and arm(s) in any direction, such as overhead, below waist, forward or lateral.
Gripping	Seizing, holding, grasping, turning, or otherwise working with hands. Fingers involved only to extent that they are an extension of hand, Includes dimple or forceful grasping.
Pinching	Picking, pinching or otherwise working primarily with fingers rather than the whole hand.
Keyboard:	Repetitive finger motion to press keys.
Neck Rotation	Forward flexion, extension or lateral rotation of the head and neck.
Foot Use	Repetitive or prolonged movement of the foot and ankle.
Visual Acuity	Near-Visual acuity with clarity at 20 inches or less Far-Visual acuity with clarity at 20 feet or more
Lifting	Raising or lowering an object from one level to another-includes upward pulling.
Carrying	Transporting an object, usually holding in the hands/arms or on shoulders.
Noise	Exposure to noise levels greater than 90 db (per eight *8) hour workday) as per OSHA requirements.

AAP/EEO Statement

CDMOD 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.

APPROVAL

This job description has been approved by all levels of management.
 Manager Approved.
 Date of last review: 10.2023

EMPLOYEE ACKNOWLEDGEMENT

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

Employee Name _____

Signature _____ Date _____

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.

