Marketing Manager at Palm Beach Dramaworks

Job Description:

The Marketing Manager (MM) is an exempt position, which reports to the Executive Director (ED) and is responsible for creating, leading, and executing all marketing campaigns, initiatives, and efforts to maximize sales. This role blends creative content production with data analysis to identify target demographics and build long-term brand loyalty for the theatre.

Essential Duties & Responsibilities:

- **Develop the Organization's marketing plan and strategy, setting clear objectives, evaluating progress, and measuring/reporting on outcomes**
- **Lead the development, creation, design, distribution, and use of all physical and digital marketing and public relations collateral materials and promotional assets**
- **Direct theatre's social media strategy, with targeted focus on social media optimization for expanded outreach to varying current and prospective audiences**
- **Manage the theatre's digital footprint, including website updates, email blasts, newsletters, and create compelling content creation for all social media platforms**
- **Oversee the planning and execution of promotional campaigns for all productions, subscription packages, community outreach, and education initiatives**
- **Oversee the writing, proofreading, design, printing and distribution of marketing assets, including playbills, brochures, postcards, email blasts, and signage**
- **Devise, schedule, and execute bespoke marketing campaigns for single productions, educational programs, and special events**
- **Oversee and manage all on site signage including show posters, box office, lobby screens, concessions, marquee,**
- **Design collateral for membership drives, annual galas, and donor cultivation events**
- **Utilize the theatre's ticketing/CRM database to segment audiences, track buying habits, and implement targeted retention/expansion strategies**
- **Schedule and manage organizational marketing calendars, including scheduling of photographers, videographers, graphic designers, and other vendors, as needed**
- **Provide audience metrics and/or collateral examples to support grant reporting**
- **Manage marketing budgets, tracking actual activities against projections and report on same**
- **Other duties and responsibilities, as needed and assigned**

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Qualifications & Requirements:

- **Bachelor's degree in Communications, Marketing, Business or Arts Administration is preferred; related work experience may also be considered**
- **A minimum of 5 years of marketing/communications experience preferred. Experience working in a regional theatre, other performing arts organization, or nonprofit is a plus**
- **Excellent oral and written communication skills**
- **Advanced skills in Microsoft Office (Excel, Word, Power Point, and Outlook).**
- **General knowledge of HTML website coding is preferred**
- **Proficiency with arts-focused CRM systems (e.g., Tessitura, Spektrix, PatronManager), email marketing platforms, and basic design tools (e.g., Canva)**
- **Ability to learn and train on both the PBD website platform and the box officeplatform software**
- **Ability to be self-directed and highly motivated in a fast-paced environment**
- **Ability to multitask, meet deadlines and be detail oriented**
- **Experience with organic and paid campaigns on all social media platforms, including but not limited to Facebook, Twitter, Instagram, TikTok, LinkedIn and YouTube**
- **A positive team approach with co-workers**
- **Must work onsite at the theatre location and other sites**
- **Flexible schedule for evenings, weekends and holidays as needed**
- **Must have reliable transportation and a valid driver's license**
- **Ability to lift up to 15 pounds**

To apply, please e-mail a cover letter and resume to the Business and HR Director, Lara Garcia at lgarcia@palmbeachdramaworks.org. No phone calls please.