

Embassy Theatre Foundation, Inc.

Job Description

Job Title: Marketing Manager
Reports To: Chief Marketing Officer (CMO)
Classification: Exempt, Full-time
Salary Range: Starting at \$40,000; negotiable based on experience

General Description: This position is responsible for following the Embassy's marketing policies, objectives, protocols and initiatives. Assists with the creation, distribution and promotion of printed, digital and visual marketing and communications material. Serves as a program and brand ambassador in engaging ways to boost show, event and fundraiser attendance.

Duties and responsibilities:

- Coordinates with the CMO to execute overall campaign mapping and strategy and help determine communication methods and timing relevant to organization needs, northeast Indiana market trends and overall brand and programming strategy.
- Manages relationships with promoters and show/event marketing teams and handles both internal and external flow of marketing materials and administers media campaigns and related communication schedules while maintaining a positive experience for both the rental client and any media partners.
- Helps manage digital updates and maintenance on the Embassy website as well as Ticketmaster event postings on website and Facebook.
- Manage and design marquee content by adhering to posting schedule in line with announcements and events dates. Create and continually update brand standards and protocol guidelines for marquee messages.
- Works with CMO to develop strategies for reaching additional audiences and to expand into demographics within the community where growth and outreach are desired for greatest impact and service.
- Assists with Embassy communications including but not limited to event news releases, radio and community event announcements, donor newsletters, eblasts, Festival of Trees marketing materials, Marquee event collateral and more.
- Helps execute the social media outreach strategy and monitors/appropriately responds to any questions or comments from patrons or followers.
- Helps manage relationships with printers, signage vendors and other partners for marketing collateral and promotion assets and makes sure that projects adhere to high standards and are installed or produced in a timely manner.
- Provides exceptional customer service and excellent communication to relevant team members as well as all outside partners and customers to the Embassy.
- Reviews and proofs ads or editorial in local publications and digital media to maintain a high level of accuracy and attention to detail.
- Manages protocols for storing marketing assets and digital files in an organized manner.
- Adheres to the Embassy mission, which is to enrich the cultural life of the region by providing a wide range of arts and entertainment experiences in a historic venue, and to its values, which are stewardship, excellence and diversity, inclusion and community.

Education and/or experience:

Bachelor's degree in marketing, public relations, communications or other related field and at least two years related experience and/or training or equivalent combination of education and experience preferred. Must be able to work on a team as well as independently, be an excellent communicator and able to handle multiple tasks in high stress situations with short turnaround times often expected. Proficient in Microsoft Office. Some experience in Adobe Creative Cloud, social media engagement, web management software and online marketing platforms is helpful.

Specific skills that are helpful to establish success in this role: exceptional project management; superior time management to ensure deadlines are met; ability to communicate well with varied personalities and demands; organized approach to meet and exceed both marketing team and strategic organizational goals; some flexibility with schedule to accommodate off-hours needs such as Festival of Trees, a show or Embassy community event; problem-solving mindset that places emphasis on improving and streamlining company procedures and workflow; ability to be resourceful and take initiative.

Hours:

Full time is based on 36 hours per work week, with flexibility to accommodate weekend and after-hour work schedules. Work from home flexibility also available.

Compensation:

Wages are commensurate with experience. The Embassy offers a benefits package that includes a flexible work environment; health, dental and life insurance; 403(b) retirement plan; mental health EAP; short and long term disability; and paid vacation, holiday and sick days.