

MARKETING MANAGER

The Marketing Manager works CMT's Managing Director and Artistic Director to develop and execute strategy, promotion, marketing and outreach for all annual artistic programming. This includes arts education classes and camps, training, production workshops, and special events. This position manages the marketing budget and requires both strategic and creative thinking. The Marketing Manager works closely with the education department and box office and in tandem with content creators and advertising firm.

RESPONSIBILITIES: (please note, this list is not exhaustive, but rather a representation of job duties)

- Create, manage, and execute strategic marketing and communication plans to meet artistic program needs to achieve participation and revenue goals.
- Manage the marketing budget to achieve revenue goals and regulate expenses.
- Utilize internal and external research, evaluation, and metrics to maximize the effectiveness of marketing expenditures and priorities.
- Evaluate and update website structure and content
- Oversee the creation and distribution of physical marketing collateral (brochures, posters, mailers, stickers, etc.)
- Manage seasonal advertisement and media buys.
- Keep a pulse on marketing trends regarding education, training, classes, performance
- Reinforce CMT's mission and branding in all marketing and public-faced collateral.
- Oversee the growth and maintenance of distribution lists for mail and email marketing purposes.
- Oversee the growth and maintenance of social media presence on all organizational channels.
- Develop and manage external marketing partnerships to promote program and production attendance and awareness.
- Collect and manage archive of digital assets, including photos, videos, interviews, and productions.
- Other duties as necessary to achieve goals and as assigned by the Leadership Team.

Qualifications & Qualities:

REQUIRED EXPERIENCE:

- Moderate experience in coordinating and executing operational plans.
- Moderate experience in copywriting, editing, and proofing.
- Moderate experience in utilizing social media platforms for marketing and public relation purposes.
- Moderate experience in a management position, with data analysis, budgeting, strategic planning, and reporting duties.
- Foundational experience in graphic design.
- Foundational creative experience in strategic planning and artistic aesthetic, both mainstream and out-of-the box thinking.
- Foundational experience working with all levels of staff in an organization.
- Demonstrated commitment to valuing diversity and contributing to an inclusive working and learning environment.
- Demonstrated experience working on collaborative team to get best results.
- Strong ability to juggle multiple platforms and programs at same time

PREFERRED EXPERIENCE:

- Moderate experience working with design and editing programs, such as Canva, Adobe Creative Suite, Mailchimp (or similar CRM).
- Foundational experience working with external stakeholders; from patrons to the Board of Directors.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Strong reading, writing, and communication skills.
- Strong interpersonal/EQ skills, including negotiation and diplomacy.
- Strong ability to both problem-solve, as well as recognize the need for assistance.
- Thorough working knowledge of Microsoft Suite (Outlook, Word, Power Point, Excel).
- General knowledge of marketing and communications vocabulary and strategic concepts.
- Thorough knowledge of performing arts-based production, training, and artistry process.
- General ability to cultivate and develop inclusive and equitable working relationships colleagues and parent volunteers
- Thorough forward-thinking organization skills.
- Open communicator, with a growing self-awareness on articulating needs, and monitoring expectations.
- Displayed alignment with CMT's Mission, Values and commitment to Equity, Diversity, and Inclusion, and Belonging.

SALARY: Starting at \$55,000, negotiable based on experience.

CMT values a diverse workplace and strongly encourages women, BIPOC, LGBTQ+ individuals, and people with disabilities to apply.

To apply: Send cover letter to Managing Director Dana Zell: dana@cmts.org