

THE  THEATRE
TAUBE FAMILY MUSIC HALL

Marketing Director
The UC Theatre

Job Description

The Marketing Director will create, implement, and manage marketing campaigns for all shows as well as The UC Theatre branding and annual marketing strategy. This role oversees the Marketing Coordinator, Media Specialist, Box Office Manager, and Promotions Coordinator.

Duties:

- Develop and implement comprehensive marketing strategies for live events including but not limited to social media, print ads, digital ads, street team, publicity and beyond
- Manage annual marketing budget and show marketing budget
- Supervise daily marketing activities and team members and provide ongoing advice to improve systems and strategy
- Build and maintain ticketing in E-Tix
- Oversee announcements and on sales of events
- Ensure organization of internal administrative files and organizational processes
- Experience with and interest in the many platforms and tools of digital marketing (Facebook Business Manager and Ads Manager, Google Ads, Google Analytics, LinkedIn Advertising, etc.)
- Compile and analyze marketing analytics in order to refine marketing strategy per show
- Communicate with artist management and agencies regarding upcoming show marketing
- General branding of The UC Theatre
- Manage photographers and press on a show-by-show basis
- Oversee photography and poster archives
- Oversee grassroots marketing and Street Team efforts
- Build and maintain relationships with influencers, journalists, media outlets, playlist curators, and the music industry to benefit The UC Theatres needs
- Identify new opportunities for The UC Theatre exposure
- Facilitate strategic relationships with key industry partners in the music and arts industries
- Work closely cross department to market The UC Theatre education program and development efforts
- Present and lead marketing workshops during the Concert Career Pathways' (CCP) Workshop Series
- Assist in the training, direction, and mentorship of the CCP Marketing intern team

Required Qualifications:

- 5-7 years experience in event marketing.
- 6 or more years of demonstrated success in marketing in an events, entertainment, music, venue or not-for-profit organizations
- Preferred knowledge of music industry landscape.
- Minimum Bachelor's degree in marketing, business or related field.
- Ongoing knowledge of current marketing best practices.
- Excellent written and verbal communication skills.
- Software proficiency (Microsoft Office, Google Drive, Google Ads, ToneDen, Facebook Ads Manager, social media platforms).
- Thorough understanding of Google Ads and Facebook ads best practices.
- Proven track record of success managing teams and marketing campaigns with an emphasis on live music.

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- Ability to multitask, be organized, detail-oriented, self-driven, forecast issues and handle last minute projects to meet deadlines.
- Ability to work flexible hours, including nights, weekends, and holidays.

Compensation:

Salary will be \$60,000 to \$70,000 per year or more commensurate with experience.

Competencies:

To perform the job successfully, an individual should demonstrate the following competencies to perform the essential functions of this position.

- *Customer Service*—the individual manages difficult customer situations, responds promptly to customer needs, solicits customer feedback to improve service, responds to requests for service and assistance and meets commitments.
- *Problem Solving*—the individual identifies and resolves problems in a timely manner, gathers and analyzes information skillfully.
- *Planning/Organizing*—the individual prioritizes and plans work activities and uses time efficiently.
- *Quality Control*—the individual demonstrates accuracy and thoroughness, monitors own work to ensure quality and applies feedback to improve performance.
- *Quantity*—meets productivity standards and completes work in a timely manner.
- *Adaptability*—the individual adapts to changes in the work environment, manages competing demands and is able to deal with frequent change, delays or unexpected events.
- *Dependability*—the individual is consistently at work and on time, follows instructions, responds to management direction and solicits feedback to improve performance.
- *Safety & Security*—the individual observes safety and security procedures and uses equipment and materials properly.
- *Accounting*—the individual ensures to keep accurate records of invoices.

Equal Opportunity and Diversity

The UC Theatre is committed to equity in its support and advocacy, and seeks to create and encourage opportunities for people of color, women, non-binary, LGBTQ+, veterans, and people with disabilities. The UC Theatre is committed to creating and upholding a safe space for its staff and customers where respectful conversations around diversity, equity, inclusion and accessibility can continue to happen. The UC Theatre makes an ongoing commitment to prioritize DEI initiatives and learn more about best practices and approaches to DEI in the live performance industry, and to provide resources and professional development opportunities to support its members in doing the same for their individual businesses.