



## **Marketing Manager**

### **Job Description**

**September 7, 2022**

Reporting to the Marketing Director, the Marketing Manager supports The UC Theatre (UCT) show marketing, audience development, and artist communications. The Marketing Manager is responsible for social media, digital marketing campaigns, email marketing, street team oversight, and marketing analytics reporting. They will also provide thought leadership to identify trends and implement best practices for digital marketing, including analytics, SEM/SEO, email marketing, social media marketing and content amplification.

#### **Duties:**

##### **Ticketing**

- Ensure promotional tickets are arranged at box office for winners
- Manage ticket count requests from artist reps
- Support Box Office manager with creating new events and links in ETix system if needed

##### **Digital Marketing & Website**

- Support Marketing Director with implementation of paid digital ads, as outlined in show marketing campaigns with Marketing Director's supervision and direction
- Coordinate assets, links and ad copy with digital marketing agency (Rockhouse)
- Pull campaign reports for digital spend ROI
- Build digital advertising campaigns on Google Ads according to tailored ad plan under Marketing Director's supervision and direction
- Manage basic website updates for shows and all departments
- Manage customized ticketing links and QR Codes in Bitly

##### **Social Media**

- Manage UCT social media platforms - including content, planning calendar and posting
- Track and maintain paid social media advertising schedules and all asset requisition
- Create and maintain Facebook events for all shows
- Set-up access for advertising on artist socials Facebook
- Develop content and copy for all posts
- Schedule posts with marketing assistant
- Have an active interest in new social platforms and ensure that the UCT is constantly up to date

##### **Email Marketing**

- Determine email cadence, maintain the email calendar and communicate plans with the broader marketing team
- Create and send targeted emails and weekly newsletters (via HIVE)
- Manage audience data and email lists (organized by genre and demo)
- Report on analytics and insights from email campaigns
- Manage all third-party email marketing campaigns (i.e., Bands In Town, Do The Bay, etc)

##### **Grassroots Promotions**

# THE THEATRE

TAUBE FAMILY MUSIC HALL

- Manage street team logistics - preparing materials and coordinating with team for distribution
- Oversee marquee updates
- Ensure promotion coordinator updates and prints all venue posters with relevant shows
- Manage flyer, poster and calendar printing
- Create flyers and work with street team coordinator for coverage

## **General Responsibilities**

- Assist Marketing Director in the compilation and analysis of various marketing analytics in order to refine marketing strategy per show
- Communicate with artist management and agencies to ensure that all marketing assets are received in a timely manner
- Process all departmental invoices under supervision and approval of Marketing Director
- Maintain promotion / ticket / partnership grid for each show
- Maintain show asset folders on server containing artist audio recordings, promotional admats (including videos), photos, logos etc.
- Participate in the presentation and leadership of Marketing workshops during the CCP Workshops
- Assist in the training, direction, and mentorship of the CCP Marketing intern
- Additional responsibilities as needed

## **Preferred Qualifications:**

- Completion of Concert Career Pathways (CCP) Marketing Admin training
- Ability to define KPIs, build reports, analyze channel performance and present findings to multiple stakeholders
- Careful attention to detail without sacrificing deadlines
- Fluent in communicating with artist management
- Program proficiency in Microsoft Office, Google Drive, E Tix, Google Ads, Facebook Ads Manager, Facebook, Instagram, Twitter, TikTok.

## **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.

**Physical Demands / Work Environment / Hours:**

The physical demands and work environment described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform essential work functions.

- Job functions require hours of sitting, typing, and use of a computer
- Workplace can have moderate to high stress levels
- May be required to lift or move up to 25 lbs using proper lifting techniques
- Hybrid remote / in-person based on scheduling needs
- Non-typical office hours will be customary including evenings, weekends, and holidays

Compensation: Hourly \$19.00 - \$21.00

Hybrid remote / on site

**Equal Employment Opportunity:**

The UC Theatre strongly supports equal employment opportunity for all applicants regardless of race, sex, religion, creed, national origin, age, disability, sexual orientation or any other legally protected classification.

To apply for this position, email resume and cover letter to [lamont@theuctheatre.org](mailto:lamont@theuctheatre.org). Include your name and reference the position in the subject line of the email. Resumes will be accepted until the position is filled. Interviews are by appointment only. No telephone calls, please.