**Pennsylvania Ballet Marketing Manager**

Marketing & Communications · Philadelphia, Pennsylvania

**Summary/Objective**

The Marketing Manager handles the day-to-day operations of the marketing department while executing primary responsibilities in social media and digital marketing. As liaison to the dancers, as well as to other internal departments such as Community Engagement and the School, the Marketing Manager is responsible for fulfilling the various marketing needs of the organization and communicating marketing priorities to staff. This entails a wide range of secondary duties, from web development and design to patron services and database management, in addition to the primary duties of this position, which are social media content creation and digital promotions administration.

**Essential Functions**

* Responsible for social media creation, scheduling, and posting for all aspects of the Company, Community Engagement, and the School, working through existing approval processes and designing original image or video content when necessary
* Review, edit, suppress, and respond to replies left on social media
* Fulfill all interdepartmental marketing requests as which may arise from Community Engagement, Artistic, or the School, while assisting on a daily basis with intradepartmental requests related to the priorities of the Head of Marketing or of the Advancement Department
* Work with First Ascent to create, update, and maintain web content at paballet.org
* Oversee email marketing, including email design in Wordfly and subscriber list management
* Respond to patron issues and questions in a timely manner through the general company email inbox (only when performances are ongoing, or tickets are on sale)
* Act as point of contact and occasional project manager with a number of external partners and agencies: Capacity Interactive (digital advertising), Karma Agency (publicity requests), First Ascent (web-based projects), Tech Impact (technical support), Artslandia (playbill creation), Ticket Philadelphia (ticketing issues), and IT Shared Services (Tessitura management)
* Oversee a dancer media committee for social media involvement, as well as an interdepartmental media team for communication of marketing priorities
* Manage the creation of the playbill for each performance, gathering all necessary content, distributing for review, and working with Artslandia or another playbill company to execute the final product
* Maintain knowledge and strategize the most effective use of the organization’s data sources, including website analytics, Tessitura patron data, partner databases (TRG and Arts360), Wordfly data, social media analytics, and patron surveys
* Create and conduct regular surveys of ticket buyers
* Manage the approval processes for all photography, gathering necessary approvals from the Artistic Director and featured dancers, in order to collect and organize approved photo assets for use by all departments
* Understand and comply with AGMA regulations for photography and dancer appearances
* Perform other duties as assigned

**Required Education & Experience**

* Bachelor’s degree in marketing or a related field
* Minimum 3-4 years work experience in digital marketing preferably within the non-profit arts industry, particularly dance
* Demonstrated experience leading and managing SEO/SEM, marketing database, and social media advertising campaigns
* Ability to create and edit content in Adobe CC as needed, including light video and audio editing
* Solid knowledge of website, marketing analytics and CMS tools (WordPress, WordFly, Google Analytics)
* Knowledge of and experience using Tessitura
* Proficient in marketing research and statistical analysis
* Proficient in working with ad serving tools

**Competencies**

* Excellent social media skills
* Excellent Project Management skills
* Excellent writing and proofreading skills
* Ability to create and maintain client relationships
* Ability to establish and maintain effective and productive working relationships within a diverse and multicultural environment
* Ability to develop and design around current company brand guidelines
* Self-motivated and customer-focus
* Familiar with financial planning and strategy
* Excellent organizational, communication and time management skills
* Ability to manage multiple priorities within established deadlines
* Excellent attention to detail
* Strong interpersonal skills

**Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

**Work Authorization/Security Clearance**

Must pass criminal and child abuse background checks.

**Organizational Diversity**

The Pennsylvania Ballet is an Equal Opportunity Employer. We are deeply committed to cultivating and sustaining an organization that is equitable, fair, and inclusive in artistic expression and organizational behavior, policy, and practice.  We embrace multicultural diversity both on and off stage and strive to be an organization where all communities feel a sense of belonging.  We hold each other and ourselves accountable to these intentions every day.