



## **Digital Marketing Manager Job Posting**

### **July 2018**

*Performing Arts Fort Worth, Inc. (PAFW) is an Equal Opportunity Employer and conducts its recruiting and selection to identify the best possible match for each open position.*

The **Digital Marketing Manager** is a full-time, exempt position in the Programming, Communications & Sales Department. The primary job function is to manage and develop strategies for all digital and online marketing communications for the organization, ensuring that Performing Arts Fort Worth positions itself as a leader in implementing effective cutting edge digital technologies. This position is primarily responsible for: website maintenance and development, targeted marketing emails, social media communications, electronic content creation, search engine optimization for website, and mobile platform creation. This position reports to the Director of Programming, Communications & Sales, and will also serve as a liaison to coordinate with other PAFW departments for marketing events and needs.

#### **Key responsibilities include but are not limited to:**

- Manage in-house graphic design needs for small projects.
- Serve as company webmaster. Manage all PAFW website communications and promotional initiatives; create, develop and update all online content (including troubleshooting technical errors), event pages, digital artwork, videos and graphic images. Collaborate with Programming, Communications & Sales Department to craft promotional look and messaging for all online initiatives. Ensures search engine optimization for website and mobile platforms, event pages and content.
- Create and execute all other company online communications initiatives, including social media and social media calendars, targeted email marketing and e-newsletters. Collaborate with appropriate internal departments and external partners to ensure accurate messaging for proper approvals for all online content.
- Manage and archive organizational and event digital content, including artwork, photos, videos and all graphic elements.
- Integrate new technologies for mobile marketing and interactive applications. Work closely with Advertising & Promotions Manager to recommend optimal approaches to utilizing alternate technologies to reach goals.
- Combine data sources from Tessitura, T-stats, RMA software, as well as social channels and Google Analytics to provide regular reporting and data analysis.
- Produce and edit video content for website, social media platforms, and in-house outlets for event and institutional publicity.
- Work with the Education Department to coordinate related marketing needs for education programs and music camps.

- Assist Patron Services Department with Will Call for PAFW performances and other projects as needed.
- Assist Programming, Communications & Sales Department with other related duties and events as needed.
- Work closely with PAFW's Director of IT across all online platforms to ensure successful systems integration.
- Work PAFW's presentations / performances, including evenings and weekends.

**Education, Skills & Experience Required:**

- Bachelor's Degree; with a minimum of two years' related experience preferably in marketing.
- General knowledge of theater and arts management is a plus.
- Ability to generate basic in-house design materials.
- Experience working with basic graphic design and programs – Quark Express, Adobe Pagemaker, Photoshop, HTML, Illustrator and Acrobat; experience with social network platforms (Facebook, Twitter, Instagram, YouTube, Snapchat, Vimeo, etc.).
- Ability to learn these business applications: Tessitura, Ungerboeck, EpiServer CMS, Google Analytics, Wordfly email platform. Assist with Tessitura list pulls and extractions for marketing efforts.
- Ability to manage multiple projects with high attention to details.
- Takes initiative to research, recommend and implement new business practices.
- Copywriting and proofing skills.
- Video production and editing technique skills.
- Exudes strong creativity that leads to innovations fostering teamwork.
- Excellent communication skills to interact successfully with external customers and vendors and internally with PAFW staff.
- Mastery level computer skills, including Microsoft Office.
- Flexibility to work nights and weekends.

Please Note: This job posting is not written to provide an all-inclusive listing of responsibilities and related activities. Job duties and assignments may change at any time with or without prior notice.

**Work Environment and Physical / Mental Activities, Requirements and Demands Commonly Associated with the Performance and Functions of Position.**

1. Climate controlled office environment; Minimal exposure to inclement weather. Regular work hours that often include evenings and weekends. Exposure to computer screens.
2. Ability to operate assigned office equipment and to adhere to all safety guidelines.
3. Standing, walking, sitting for prolonged periods of time; reaching, stooping, bending, kneeling. Exert up to 20 pounds of force occasionally and/or negligible amount of force frequently to lift, push, pull or otherwise move objects. Clear speech, hearing / listening.

4. Clarity of vision and color perception; ability to bring objects into sharp focus to design and proof advertising and presentation materials.
5. Ability to maintain confidentiality and discretion.

**Machines, Tools, Equipment and Work Aids:** Representative but not all inclusive of those commonly associated with this position are computer, printer, ten key calculator, copier, fax, and telephone.

**For immediate consideration, submit your letter of interest and current resume by August 1, 2018, to [careers@basshall.com](mailto:careers@basshall.com).**

**Please note: No phone calls will be accepted or returned.**