

HOPEWELL THEATER

JOB DESCRIPTION

Digital, Print and Social Media Marketing Manager

[Hopewell Theater](#)'s (HT) Digital, Print and Social Media Marketing Manager's (DP&SM Marketing Manager) role will be to oversee the development of the company's marketing and advertising strategy in association with HT's Executive Director, with an emphasis on digital and social media marketing/ads, including SEO and SEM, as well as to undertake any research and staff education necessary to stay up to date on and/or implement state-of-the-art digital and social media tactics. The DP&SM Marketing Manager will also execute the successful drafting and delivery of the theater's yearly marketing plans, budget and schedule, undertaking its projects supported by staff whose work the DP&SM Marketing Manager will oversee, namely a Digital, Print, and Social Media Marketing Assistant and vendors as needed.

The DP&SM Marketing Manager will also bottom line the quarterly reporting on the results of the activities of the marketing plan, including but not limited to analysis of metrics and performance versus benchmarks for all digital and social media tactics, and keep a database of those company metrics, regularly updated. As time allows, the DP&SM Marketing Manager will cultivate community partnerships to raise awareness of the theater and its programs as well as ad swaps with local businesses.

Responsibilities include but are not limited to:

Marketing Strategy

Stay up to date on all available digital and social media marketing platform tools, including undertaking marketing staff education as needed to use them. Develop yearly marketing and advertising strategy.

Marketing Budget

Collaborate with the Executive Director to develop and maintain a yearly marketing budget. Responsible for ensuring Marketing departments' compliance with staying on budget; review monthly P&L; deliver executive-level budget reports.

Marketing Planning

Produce yearly overall marketing schedule calendar per season, a schedule and direction for sales incentives, affinity and member presale emails, and monthly social media calendar based on strategy and budget.

Creative & Art Direction

Create digital, print, audio and/or video creative content as needed, in association with Executive Director, within brand guidelines,. Manage written content creation for digital content (social media posts, press releases, weekly newsletter) by Digital, Print, and Social Media Marketing Assistant.

Execution of Overall Marketing Schedule

Oversee accurate, on deadline, and successful completion of regular on-going digital, social media and print marketing task schedule by staff (including but not limited to social platforms, ads, print assets, digital newsletter, management of review sites, etc) to promote each season. Coordinate PR, including scheduling interviews and photo requests, draft and issue press releases on schedule or as needed. Oversee website management by marketing staff.

Special Projects

Execute research and development of special marketing projects as needed as directed by the Executive Director.

Vendor Liaison

Manage and liaise with marketing vendors and co-manage shared social media budget as needed.

Reporting

Oversee staff and vendor delivery of quarterly reporting for quarterly marketing meetings and related agenda. Oversee tracking of next steps or follow up items from quarterly meeting and resolution of those items and present report to management. Report quarterly to executive staff on benchmarks and successes and failures of strategic marketing goals

Community Marketing

Develop community partnerships and ad swaps with local businesses and organizations as time allows. Attend networking and community events to increase awareness of HT and build HT's "community" (both local and national/industry) relationships whenever possible.

Required Skills and Experience:

- At least three+ years in a marketing management position with demonstrated experience leading a marketing team, for a company or non profit arts organization.

- Advanced level of knowledge of digital, print and social media marketing, SEO and SEM, as well as evaluating analytics and using metrics to reach marketing goals.
- Facebook/Instagram Marketing Ads and Analytics Certifications
- Google Analytics and Google Ads Certifications
- Demonstrated success increasing revenue for an arts organization using marketing and advertising.
- Experience creating and implementing an annual marketing budget for a company or organization.
- Experience with strategic planning, creating benchmarks for marketing and reporting on strategic marketing goals.
- Effective communication skills and adaptable communication style for interacting with team members, executive management, community partners, and vendors
- Time management and organization skills in order to plan and execute both large and small marketing projects and initiatives

Hours and Location

This position is a full-time position with benefits working at Hopewell Theater offices in Hopewell, NJ.

Position is supported by a Digital, Print, and Social Media Marketing Assistant in ways outlined in their respective job description.

Position reports to the Executive Director.

Salary commensurate with experience.

To Apply

Email resume, cover letter, and references to hthires2@gmail.com.

It is Hopewell Theaters policy to consider all qualified applicants for employment without regard to sex, race, color, national origin, ancestry, citizenship status, religious creed, gender, gender identity, gender expression, marital status, pregnancy, childbirth, sexual orientation, physical or mental disability, medical condition, genetic information, age, military or veteran status, or any other basis protected by applicable law. We consider qualified applicants with criminal histories, consistent with applicable law. It is our policy to provide reasonable accommodations to people with disabilities as required by law.