



MARKETING MANAGER

A Noise Within (ANW), one of the nation's leading regional theatre producers, seeks a dynamic and experienced Marketing Manager to join our ambitious and growing organization. The Marketing Manager works directly with the Marketing Director and other marketing staff to generate and grow audiences for ANW, create and maintain relationships with the press, share ANW's mission and vision with the broadest possible audience, steward connections with our existing ticket buyers and pass holders, promote the value of live theatre among new audiences, and build on crucial community relationships. This staff position will provide an opportunity to share the mission of ANW and contribute to the organization as a central member of the marketing team, maintaining and growing audiences in a lively and collaborative environment. The marketing department is currently working remotely and there will be flexibility for working from home once the department returns to the office.

QUALITIES AND QUALIFICATIONS OF A SUCCESSFUL CANDIDATE:

- Excellent writing, proofreading, communication, and editing skills
- Excellent organizational skills and attention to detail
- Bachelor's degree or equivalent experience required. Degree and/or experience in marketing, communications, journalism, English, or theatre a plus
- Demonstrates a commitment to equity, diversity, and inclusion initiatives and values, and to an anti-racist work culture.
- 5 years professional marketing and/or publicity experience with evidence of managing and implementing a strategic marketing and/or publicity plan
- Proficiency in Adobe Creative Suite, email marketing systems, and CRM platform(s) preferred
- Sense of humor and a good team player

RESPONSIBILITIES:

- Manage social media marketing campaigns and develop organic messaging for the company's social media platforms including Facebook, Twitter, and Instagram.
- Manage public relations for the company
- Assist in the execution of the overall strategy for the marketing department as set by the Marketing Director
- Input department expenses and track spending and ensure its alignment with the current marketing budget
- Serve as project manager for various marketing and advertising initiatives, maintaining deadlines and budgets while seeing each project to full execution
- Pull reports and maintain segmented lists from our database to track sales trends and target patrons for marketing campaigns
- Analyze and optimize the performance of various marketing tools including social media channels and Google Analytics, and adapt to changes within the platforms
- Implement the season membership and renewal campaigns as developed with the Marketing Director
- Assist in creating copy for marketing and communications collateral, designing marketing materials, updating website content, and managing digital marketing efforts
- Manage marketing interns
- Act as a liaison with vendors
- Provide event support as needed

COMPENSATION:

The position is full time, non-exempt with a salary of \$48,000 - \$52,000 annually, commensurate with experience.

BENEFITS:

- Company-paid HMO (employees may "buy up" to additional offered coverage)

- 11 paid holidays and one floating day
- Paid vacation and sick time
- Company-matched benefit savings plan

To apply, please send a cover letter and resume to epargac@anoisewithin.org. Please include “Marketing Manager–Candidate Last Name” in the subject line. Please, no follow up calls. ANW believes in working hard on our anti-racist practice across the whole organization and we invite candidates to review more information here: <https://www.anoisewithin.org/equity-diversity-inclusion-at-anw>. Candidates of color and from diverse backgrounds strongly encouraged to apply.