



Marketing Manager

ABOUT A NOISE WITHIN

A Noise Within has been called “an oasis for those who love classic stories” by Los Angeles Times and is a leading regional producer based in Pasadena, Calif. ANW’s award-winning resident company is committed to representing the entire community at their state-of-the-art, 324-seat performance space. In addition to producing world-class performances of classic theatre, the organization runs robust education programs with the goal of inspiring diverse audiences of all ages, and a community-centered program – Noise Now – that expands our family by engaging with our neighboring communities and peer organizations.

ANW believes in working hard on our anti-racist practice across the whole organization. By interpreting our mission to fully engage audiences through community and artist-centered work in multiple creative disciplines, ANW is striving to be a theatre that better serves our entire community.

GENERAL POSITION DESCRIPTION

A Noise Within (ANW) seeks a Marketing Manager to oversee marketing campaign execution for the company. The Marketing Manager reports to the Director of Marketing & Communications and is responsible for executing and analyzing subscription and single ticket campaigns. The successful candidate will be comfortable in a highly collaborative and data-driven environment. They will manage and coordinate marketing campaigns for 6 mainstage productions and numerous one-off events generating over \$1 million in ticket sales annually, with a subscription base of over 2,000 loyal patrons. As with all staff, the Marketing Manager will also have a role in implementing and contributing to ANW’s Strategic Plan and Anti-Racism Action Plan.

RESPONSIBILITIES:

Campaign Management

- Manages the execution of single ticket and subscription campaigns, including print, digital, and email advertising.
- Leverages Basecamp (or other project management tool) to ensure timely campaign delivery.
- Ensures website is up-to-date with current content and sales tools, aligned with campaign messaging & initiatives.
- Keeps track of department budgets and invoices.

Marketing Analytics & Audience Research

- Provides Director of Marketing & Communications with reports on key KPIs to track campaign effectiveness.
- Develops reports and tools to measure ROI from marketing activity.
- Acts as project manager for any market research projects regarding audience behavior, attitudes, and demographics.

Marketing Systems Power User

- Leverages AudienceView for effective segmentation, list pulling, and audience tracking.
- Expert on Constant Contact (email system), trains other departments on use of tool.
- Maintains other marketing tools as needed: Google Analytics, Basecamp, etc.



QUALIFICATIONS:

- Minimum of 3 years of experience in marketing or marketing analytics
- Minimum of 1 year of experience at a cultural organization (performing arts, museum, or other visitor attraction)

SKILLS & ABILITIES:

- High attention to detail
- Ability to organize complex projects to ensure high quality and timely delivery
- Analytically minded, with an interest in developing effective reporting
- Demonstrates a commitment to equity, diversity, and inclusion initiatives and values, and to an anti-racist work culture
- Enthusiasm to learn and grow in a fast-paced environment

COMPENSATION & STRUCTURE:

The position is full time, non-exempt with a salary of \$50,000-\$55,000 annually depending on experience.

- Reports to: Director of Marketing & Communications
- Key Collaborations: Patron Services Manager, Content & Community Manager
- ANW works on a hybrid structure with at least 3 days present and 2 days remote; evening and weekend work will be required.

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 mbateman@anoisewithin.org. Please include “Marketing Manager–Candidate Last Name” in the subject line. Please, no follow up calls. We invite candidates to review our anti-racism efforts here: www.anoisewithin.org/equity-diversity-inclusion-at-anw. Candidates of color and from diverse backgrounds strongly encouraged to apply.