

Marketing Manager

Arden Theatre Company, Philadelphia, PA | www.ardentheatre.org

About the Arden

Founded in 1988, Arden Theatre Company is a professional regional theatre that strives to offer the highest quality theatrical productions and educational programs to the artists, audiences, and students of Greater Philadelphia. Each year, we produce the Mainstage season as well as Arden Children's Theatre, the city's first resident children's theatre. From our productions that reach over 100,000 audience members each year, to our educational outreach programs that inspire and empower 6,000 students in schools across our region, the Arden stands out as a haven for shared stories and an important incubator for the creation of new work.

In our last full season, 2018/19, the Arden produced seven Mainstage and two Arden Children's Theatre productions, resulting in 503 performances that were seen by more than 107,000 people, continuing to be an important force behind the vitality of the Old City neighborhood and in Philadelphia's cultural landscape.

Position Summary

Arden Theatre Company seeks an experienced professional for a leadership position in the company. Reporting to the Director of Marketing and Communications, the Marketing Manager is responsible from driving earned income initiatives and supports a broad range of communication efforts. The Marketing Manager will be responsible for management of all social media channels, including scheduled and live outgoing and incoming content; management of email marketing, including audience segmentation, automated drops and coordinating cross-departmental scheduling; management of the Stagebill – including ad sales, design, content, layout and printing; and is responsible for promotions and partnerships – including relationships with outside vendors. The Marketing Manager is responsible for supporting the advertising and direct mail efforts. This position requires evening and weekend hours.

The Marketing Manager reports directly to the Director of Marketing and Communications.

Anticipated start date: October, 2021

Responsibilities include:

- **Plan, create, and execute social media initiatives**
 - Oversees content creation and updates on Arden's Social Media platforms, including Facebook, YouTube, Instagram, Arden blog and Twitter communications and other new media as need arises.
 - Manages unique branding for Arden Mainstage, Children's Theatre and Arden Drama School.
 - Coordinates, films and edits company videos and photos.
- **Plan, create, and execute email marketing campaigns**
 - Coordinates email correspondence schedule across all departments to ensure a clear communication plan – including relevant segmentation and automation.
 - Creates email correspondence including promotional and informational emails for Arden Mainstage, Children's Theatre and Arden Drama School, as well as pre and post-show performance emails.
- **Plan, create, and execute production specific Stagebills**
 - Responsible for the design, layout and printing of 5-7 unique Stagebills per season.

- Coordinates content of the Stagebill with all departments, in conjunction with the Artistic Department.
- Manages ad sales including relationships with current advertisers and outbound sales for prospective advertisers.
- Creates programs for Arden Drama School and Arden Cabaret Series as needed.
- **Plan, create, and execute promotions and partnerships**
 - Coordinate distribution of all marketing collateral, including the design and execution of the distribution blitz.
 - Work with the Development Department to secure and maintain Old City Dining Partners.
 - Coordinates internal and external promotional events as needed.
 - Responsible for promotional events as assigned.
- **Plan, create, and execute design and photography initiatives**
 - Responsible for on-site signage such as Headshot boards, Dining Partner boards.
 - Responsible for email design.
 - Responsible for social media design including boosted posts and ads.
 - Manages photography vendors and volunteer.
 - Manages the company's photography inventory and archives.
 - Takes photos on company camera when needed.
- **Plan, create, and support advertising initiatives**
 - Responsible for Online Marketing Campaigns as assigned.
 - Creates content for Online Marketing Campaigns as assigned.
 - Responsible for tracking of online marketing campaigns.
 - Assist with Google Analytics in consort with Capacity Interactive.
- **Plan, create, and be support direct mail and database initiatives**
 - Participates in concept design as part of the team.
 - Coordinates print and mailing house projects.
 - Coordinates list exchanges and manages the relationship with Target Resource Group.
 - Manages postage accounts.
 - Responsible for tracking of Direct Mail Campaigns.
 - Responsible for the department's role in management of the audience information.
 - Acts as departmental liaison for Audience View.
- **Department Related Responsibilities**
 - Participates in design process and the creation of the Marketing Plan. Assists in defining and executing direct mail targets, targeted offers, and promotions.
 - Contributes to grant reporting and narratives as needed.
- **Staffing**
 - Supervises apprentices, interns, and marketing over-hire on projects.
 - Serves on the Apprentice Management Committee.
- **Leadership**
 - Represents the Arden at community events as needed.

Experience and Qualifications:

Successful candidates will:

- Have 2-5 years marketing or related experience – willing to consider a wide range of professional backgrounds.

- Be an exceptional leader and collaborator with an ability to engage with a wide range of people.
- Have design experience (Adobe products preferred) and the ability to create design projects.
- Have strong communication skills, with demonstrated success in motivating, directing, and managing staff, as well as experience in managing up; also have creative judgment, excellent problem-solving skills, and be detail-oriented.
- Be willing and able to work flexible hours/days reflective of the dynamic schedule of a theatre which includes a variety of hours including evenings and weekends.
- Be someone with initiative, creativity, and a collaborative spirit. Must have the ability to work within a fast paced, dedicated management team—rolling up your sleeves must be a favored tactic.
- Express a passion for theatre and in the Philadelphia cultural community with a genuine interest in becoming a driver of the Arden's mission and vision.

Compensation

Compensation for this position is \$45,000-49,000/year

The position is full-time/exempt.

The company provides Medical and Disability Insurance, a Flexible Savings Plan, a Defined Contribution Plan, as well as paid vacation, personal, and holiday leave.

Application Process:

Applicants should submit cover letter, resume, and three professional references to:

humanresources@ardentheatre.org

Applications should be received by August 27, 2021.

Arden Theatre Company is an Equal Opportunity Employer committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity, gender expression, veteran status, and any other characteristic protected by applicable law. Applicants from historically underrepresented groups in the theatre field are strongly encouraged to apply.