

ARTS San Antonio is accepting applications for the position of

## MARKETING MANAGER

Available immediately

### POSITION SUMMARY:

The Marketing Manager will be responsible for planning and executing comprehensive marketing, data gathering, social media, promotional programs and activities at ARTS San Antonio. The Marketing Manager is responsible for the generation of earned revenue from ticket sales and other channels, and measure, enhance, and enrich the position and image of ARTS San Antonio.

The position is full time and reports directly to the President and Executive Director. The Marketing Manager currently supervises the work of the Patron Service and Ticketing Manager, the Graphic Designer / Marketing Assistant, Audience Development Specialist(s) and periodic interns. Compensation is competitive and includes employer-paid health insurance and paid time off. Occasional evening and weekend hours are required related to performances and other events. The office is near downtown San Antonio and has free parking.

### REQUIREMENTS:

#### ESSENTIAL QUALITIES

- Planning, executing and evaluating web, print, social media, broadcast media and direct marketing campaigns
- Ensuring effective, branded marketing communications; managing the launch of campaigns; increasing productivity and continuously improving methods, approaches, and departmental impact.
- Strong and effective written, spoken and graphic communication skills including the ability to create, write, edit and proof playbills, press releases, announcements, newsletters, brochures, and other publications and to coach others in improving their skills.
- Solid sales and presentation skills.
- Demonstrated leadership, teamwork, and collaboration in an environment of constant change.
- Data analysis, critical thinking, creative thinking and problem solving skills, use of technology and research techniques; monitoring and reporting on the effectiveness of strategies and campaigns.
- Technical proficiency in commercial printing, internet marketing, social media strategies, website development, public relations, market research and creative services.

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## PROFESSIONAL EXPERIENCE

It is preferred that candidates have recent professional experience in a full range of marketing, advertising and promotional responsibilities, preferably in performing arts audience development and promotion, concert or theatrical marketing, advertising or public relations.

### TO APPLY:

- Candidates must send two documents: a letter of application and a professional resume, both in pdf format, attached to an email to [jobs@artssa.org](mailto:jobs@artssa.org). Alternative forms of application will not be accepted. All correctly submitted applications will be acknowledged within a reasonable period of time.
- References will be required of finalist candidates.
- No phone calls, please.

ARTS San Antonio is South Texas's foremost nonprofit presenter of globally significant performing arts and arts education. ARTS SA's mission is to entertain, enrich and educate the people – especially the children – of San Antonio in a manner that represents accessibility, collaboration, diversity, excellence, and financial responsibility.

ARTS San Antonio is an equal opportunity employer.