

Paramount Center for the Arts

JOB DESCRIPTION

TITLE: Director of Marketing

DATE: May 2023

REPORTS TO: Executive Director

DEPT: Administration

FUNCTION

The Director of Marketing is a key player in the success and growth of the Paramount Center for the Arts (PCA). This dynamic leader will oversee promotional efforts throughout the organization with a focus on building engagement and telling our story. They will have the opportunity to collaborate across departments, including performing arts, visual arts, exhibitions and community engagement and supervise a small team of marketing focused individuals.

DUTIES/RESPONSIBILITIES

1. Create and regularly assess the annual marketing plan for the organization
2. Collaborate with various department leaders (performances, visual art classes, exhibitions, gift gallery and community engagement) to coordinate marketing efforts and stay within strategic initiatives and budget
3. Collaborate with marketing associate to plan and manage ad campaigns (online, print, radio, social, etc.)
4. Manage and write copy for marketing channels including website, email, social media and print
5. Oversee planning, creation and completion of theatre programs and annual brochures
6. Create and edit copy for marketing collateral
7. Have a strong understanding of the organization's finances and oversee marketing budget
8. Approve and track marketing expenditures to budget
9. Manage online reputation by monitoring and responding to online communications
10. Build brand awareness
11. Identify potential patrons and the best ways to connect with them
12. Analyze sales reports and work with department leaders to use that information to adjust plan
13. Evaluate demand for various programs and offerings and adjust marketing as needed
14. Research competitors and similar organizations
15. Supervise in-house graphic designer and marketing associate
16. Typical duties as required.

POSITIONS SUPERVISED

NUMBER OF EMPLOYEES

DIRECT

Marketing Associate

1

Graphic Designer

1

INDIRECT

May give direction to others such as support and clerical staff.

SUPERVISION RECEIVED

The Director of Marketing reports to the Executive Director.

FINANCIAL RESPONSIBILITY

Financial responsibility includes meeting operationally assigned budgets with an ongoing goal of exceeding a breakeven as a minimum for all activities and initiatives.

CONTACTS

The Director of Marketing works collaboratively with all leadership of the PCA and multiple external agencies and businesses.

QUALIFICATIONS

EDUCATION – Bachelor’s Degree in relevant field (e.g., marketing, business, communications or related field)

EXPERIENCE- At least three years of professional experience in marketing and promotion; work within an arts organization or nonprofit preferred.

SKILLS NEEDED

- Exceptional knowledge of current marketing techniques and platforms, with an emphasis on digital and social media
- Excellent written, verbal and interpersonal communication abilities
- Experience leading a marketing team
- Proven budget management abilities
- Project management
- Attention to detail
- Ability to multitask and manage time
- Excellent analytical skills, including reviewing data and reporting
- Professional work ethic

SPECIAL REQUIREMENTS

The Director of Marketing is required to regularly talk with and hear colleagues and clients in person and over the phone. Must be able to use a computer with keyboard and both standard size and oversized computer monitors. Must be able to visually review print and digital materials where fine graphic details, colors and text are critical. Ability to review the audio of promotional materials is also necessary.

WAGE & BENEFITS

This is a 0.8-time exempt position (32 hours per week). Employee to work in the office, Monday-Friday, between the hours of 9am – 5pm, with the option to work remotely up to 6.5 hours each week. Employee will be required to be on-site on Wednesdays for all-staff meetings. Benefits include paid vacation, starting at 10 days annually, 9 paid holidays, accruable personal time (PTO), free parking, option to join 401(k) retirement plan, and complimentary tickets/registration to select Paramount events. Annual salary: \$40,000-45,000, depending on experience and qualifications.

MISSION & VISION

The mission of the Paramount Center for the Arts is to provide opportunities for artistic production, creative exploration, arts education and the enjoyment of arts and entertainment.

Our vision is that all art will change people. The Paramount Center for the Arts will inspire through artistic excellence, transform through exploration of many different art forms, and connect one resident to another as citizen artists, who together, generate a positive impact on the culture and economy of the region.

APPROVALS

Executive Director

DATE

Human Resources/Finance Director

DATE

Original: 5/23

Replaces:

Revised