

# Paramount Center for the Arts

## JOB DESCRIPTION

TITLE: Marketing Director

DATE: October 2024

REPORTS TO: Executive Director

DEPT: Administration

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### FUNCTION

The Marketing Director 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. Plan and manage ad campaigns (online, print, radio, social, etc.) with assistance from marketing associate
4. Write and edit copy for marketing channels including website, email, social media and print
5. Oversee planning, creation and completion of theatre programs and annual brochures
6. Have a strong understanding of the organization's finances and oversee marketing budget
7. Approve and track marketing expenditures to budget
8. Manage online reputation by monitoring and responding to online communications
9. Build brand awareness and ensure consistency across assets
10. Identify potential patrons and the best ways to connect with them
11. Analyze sales reports and work with department leaders to use that information to adjust plan
12. Evaluate demand for various programs and offerings and adjust marketing as needed
13. Research competitors and similar organizations
14. Supervise in-house graphic designer and marketing associate
15. Typical duties as required.

### POSITIONS SUPERVISED

### NUMBER OF EMPLOYEES

#### **DIRECT**

Marketing Associate

1

Graphic Designer

1

#### **INDIRECT**

Box office staff, for coordination on promotional efforts

### SUPERVISION RECEIVED

The Marketing Director 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 Marketing Director 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; marketing experience 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 Marketing Director 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 full-time, exempt position, with hours Monday-Friday, including occasional evening and weekend hours. Employee to work in the office between the hours of 9am-5pm, with the option to work remotely up to 8 hours each week. Employee will be required to be on site for some regular 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, discount in Gift Gallery, and complimentary tickets/registration to select Paramount events. Annual salary: \$50,000-60,000, 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.

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**APPROVALS**

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Executive Director    DATE

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Human Resources/Finance Director                          DATE