



## Digital Marketing Manager

**Position Summary:** The Digital Marketing Manager will help The Broad Stage achieve its marketing goals and advance brand through compelling and relevant messaging across digital platforms, including web and social media. This role will have an important voice in shaping and driving a transformation in the digital presence of The Broad Stage, engaging fans in new ways, and improving how the organization engages with both current and potential audiences in the digital space.

The ideal candidate will love social media and all-things-digital, will bring a creative and strategic mindset to their work, and will be hungry to adopt a test-and-learn philosophy. This position reports to the Director of Marketing & Communications.

### Primary Responsibilities:

- Assist The Broad Stage in achieving its marketing goals by expanding and curating its digital presence to help drive ticket sales and engagement
- Manage all aspects of The Broad Stage's social media presence; maintain a cross-functional social media calendar; lead social media meetings; develop and track key metrics with an eye toward continual improvement
- Interpret and curate the organization's brand voice for social media leveraging the unique assets of each platform; create and implement regular posting schedule and fan engagement protocols
- Collaborate with the marketing team and digital marketing agency on segmentation and targeting for digital campaigns and execution of marketing plans, including but not limited to social media campaigns, banner retargeting, SEO/search and Google AdWords
- Collaborate cross-departmentally to ensure that the organization's stories are being told digitally
- Project-manage marketing video content from concept to completion
- Serve on Website Project Task Force and help determine how brand will be applied across digital assets; assist with maintaining the website to achieve goals of driving ticket sales, donations and engagement
- Manage the relationship with the digital marketing agency including budget
- Analyze digital metrics and provide recommendations for continual improvement
- Leverage industry best practices and insights; stay current on digital marketing trends and channels; adopt a test-and-learn philosophy toward digital engagement

- Contribute actively to ongoing brand identity revitalization discussions
- Support efforts at effective email marketing
- Represent The Broad Stage at public performances, events, activations
- Other duties and responsibilities as assigned

### **Minimum Requirements:**

- Strong interest or experience working in the performing arts
- 2-3 years of experience in marketing, communications, arts administration or related field, preferably with experience in social media management and content development
- Excellent project management skills
- Effective communicator with strong copywriting skills (copy samples required); strong proofreading skills and eye for design
- Self-starter with abundant curiosity, creativity and willingness to lean into innovation and learning
- Cultural competency with a diverse group of artists, staff and community stakeholders
- Ability to solve problems and process information quickly
- Ability to work collaboratively and to professionally represent The Broad Stage
- Ability to work occasional evenings/weekends at events
- Photoshop, Illustrator and video editing skills are a plus but not required

At The Broad Stage, we believe that the performing arts are a source of joy, nourishment and connection, and that art flourishes when we all cooperate to create a space for it. The Broad Stage recognizes that the values of equity, diversity, inclusion, justice and respect must be fundamental to our work, and it is the responsibility of our staff, artists and patrons to create a welcoming environment for all. We take pride in the culture we are cultivating within our organization, as we celebrate the differences that bring us closer together.

### **Compensation:**

Salary range \$55,000-\$65,000 commensurate with experience. Full-time, non-exempt, with benefits including matching 401K plan.

### **How to Apply:**

Please submit your cover letter and resume to [employment@thebroadstage.org](mailto:employment@thebroadstage.org) and put "Digital Marketing Manager" in the subject of the email.

**The Broad Stage is an Equal Opportunity Employer and all qualified applicants for employment will have full and equal access to employment opportunities.**