

## **The Center for the Arts - Marketing Manager**

The marketing manager manages the day to day marketing activities of the organization and long term marketing strategy for The Center for the Arts.

### **Duties of the Marketing Manager include:**

- Managing all marketing for the company and activities within the marketing department.
- Work with the Executive Director to develop the marketing strategy for the company.
- Coordinating marketing campaigns with box office, development, and programming.
- Overseeing the company's marketing budget. Work with Graphic Designer in preparing online and print campaigns in line with marketing plans Manage and improve audience development campaigns, measuring results.
- Preparing online and print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Analyzing potential strategic partner relationships for company marketing.

### **Requirements of the role:**

- A minimum of 5 years experience in marketing required.
- Knowledge of marketing programs such as WordPress and Adobe Suite, and email programs.
- Strong analytical and project management skills.
- Confident and dynamic personality.
- Strong creative outlook.

### **Please send resume to:**

Amber Jo Manuel  
Executive Director  
The Center for the Arts  
[amanuel@thecenterforthearts.org](mailto:amanuel@thecenterforthearts.org)