

Marketing Manager, Digital and Content

DEPARTMENT: Marketing

CLASSIFICATION: This is a full-time, non-exempt (hourly) position, eligible for a full array of benefits including health and life insurance, 403(b) retirement plan, paid time off (vacation, sick and 11 holidays), and complimentary tickets to Playhouse performances

PAY: \$26.00 - \$27.00/hr

LOCATION: La Jolla, California on the beautiful campus of the University of California, San Diego

SCHEDULE: Full time schedule within office hours (Mon-Fri 9am – 5:30pm) with occasional evening/weekend hours as needed, up to 40 hours per week total.

REPORTS TO: Associate Director of Sales & Marketing

POSTING DATE: Feb 2023

TO APPLY: Submit a cover letter, resume, and at least two work samples of marketing content you have created (video, photo, audio etc. - links are fine) to resumes@ljp.org. Include in the subject line - "Marketing Manager". Please use your cover letter to highlight how your unique background and experience relates to the essential skills outlined in this document, and how you will support the mission and values of the Playhouse.

ORGANIZATION OVERVIEW

La Jolla Playhouse is a place where artists and audiences come together to create what's new and next in the American theatre, from Tony Award-winning productions, to imaginative programs for young audiences, to interactive experiences outside our theatre walls. Founded in 1947 by Gregory Peck, Dorothy McGuire and Mel Ferrer, the Playhouse is currently led by Tony Award winner Christopher Ashley, the Rich Family Artistic Director of La Jolla Playhouse, and Managing Director Debby Buchholz. The Playhouse is internationally renowned for the development of new plays and musicals, including mounting 108 world premieres, commissioning 70 new works, and sending 33 productions to Broadway, garnering a total of 38 Tony Awards, as well as the 1993 Tony Award for Outstanding Regional Theatre. These works include the Broadway hits *Come From Away*, *Diana* and *Memphis*, all directed by Ashley; *The Who's Tommy*; the Pulitzer Prize-winning *I Am My Own Wife*; and *Jersey Boys*.

La Jolla Playhouse is committed to diversity in all areas of our work, on and off stage. We lead with our values and encourage individuals with unique perspectives to apply. La Jolla Playhouse is proud to be an Equal Opportunity Employer (EOE).

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STATEMENT OF JOB

Based at La Jolla Playhouse's administrative offices, the Marketing Manager, Digital & Content oversees digital marketing campaigns and initiatives, develops and distributes timely, relevant content for audiences to extend reach and deepen audience enjoyment and understanding of La Jolla Playhouse's work.

The Marketing Manager must be able to work with accuracy and exemplary attention to detail in a busy environment. Someone with a high level of organization skills will excel in this role. The role requires an ability to respond to requests swiftly and with flexibility, while not losing sight of deadlines and priorities. Great interpersonal skills and a positive attitude are essential. The role works closely with numerous departments, including Patron Services, Production, Artistic, Philanthropy, Learning and Engagement.

The marketing team is lean and collaborative. The Marketing Manager must be hands-on and willing to jump in alongside colleagues to help with a wide variety of tasks. Having excellent initiative is essential, and an ability to proactively solve problems. The person must be able to work well as part of team, have a willingness to take instruction and advice, and to ensure endorsement before implementation where appropriate.

The Marketing Manager will enjoy daily variety, a positive and supportive environment in a world-renowned creative organization, and the opportunity to contribute meaningfully to a range of projects and initiatives.

ESSENTIAL JOB DUTIES

Content (35%)

- Work with Directors and Associate Director to develop and deliver LJP's content strategy.
- Collaborate in creative planning sessions and research content for shows.
- Create relevant and timely content for the LJP marketing channels from ideation to execution, liaising with in-house designers and external providers as required.
- Work closely with the Communications Manager to coordinate and implement cross-channel social media campaigns to create an engaged community, position the brand and stimulate interest in LJP activities.
- Maintain a content marketing calendar for the creation and delivery of each campaign.
- Monitor performance and use analytics tools to extend reach and expand audiences by understanding and catering to preferences.
- Seek out content sharing opportunities to build audiences and increase engagement.
- Ensure all content complies with the brand and style guidelines, and serves the LJP mission and values. Promote a consistent brand identity through LJP's communications channels.
- Manage new digital media platforms in agreement with the team.

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Digital campaigns (35%)

Work closely with Director, Associate Director and digital agency to:

- Develop, implement, track and optimize integrated marketing campaigns across digital channels for single ticket, subscription and other campaigns to deliver agreed revenue and ticket goals.
- Oversee digital creative development, approval routing and trafficking of digital ads.
- Work with digital agency to manage Google AdWords Grant and Paid account including ad creation, optimization and analytics to ensure the Company brand and key messages are represented.
- Monitor Google Analytics metrics to optimize and gain actionable audience insights, budget caps, impression share and other account metrics.
- Optimize website and digital assets to deliver digital channel share and conversion goals.
- Work with the team to monitor daily sales and trends to determine responses through agile digital tactics.
- Manage the delivery of post campaign debriefs, analysis and ROI for each campaign.
- Manage advertising trade and cross-promotion program.

Digital Platforms (20%)

- Work with Director, Data Analyst and other team members to manage digital improvement projects end-to-end, including developer communications, scope and requirements, testing and break fixes.
- Update weekly and monthly social and digital reports.
- Liaise with other departments to ensure the digital platforms are meeting their needs and future priorities are captured in the pipeline plan.
- Manage post-show surveys and distribute reports to departments.
- Develop Tessitura skills to a high level to aid in marketing functions such as list pulls and sales reporting.
- Formstack creation and delivery as needed.

General (10%)

- Keep up to date with industry trends, best practices, innovation and benchmarks.
- Follow company brand standards in the execution of marketing strategies for all communications.
- Be an active participant in cross-departmental teams. Oversee calendars and schedule meetings.
- Coordinate and process invoices, reconciliations and track expenditure in LJP marketing budgets.
- Represent LJP and coordinate external events such as ArtWalk and San Diego Festival of the Arts.
- Work closely with the marketing team to deliver research projects as required.
- Other reasonable duties as required.

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ESSENTIAL SKILLS AND EXPERIENCE

- A minimum 2-3 years digital marketing experience, with a track record of positively growing digital channel share and conversion.
- Proven skills in creating original content that targets a specific audience and meets company objectives, e.g., short and long form video, interviews, reels, podcasts, photographs etc.
- Advanced writing and editing skills, excellent communication skills, and proven experience using the equipment and software required to create content.
- Passion for the arts. Experience working with or in the arts and sectors, desirable but not essential.
- Passion for the digital industry coupled with knowledge of current and trending leading practice.
- Experience overseeing multiple projects at the same time, and maintaining a high level of attention to detail to ensure compliance with project requirements.
- Flexibility to take feedback and change direction nimbly and positively.
- Demonstrated ability to work in an open, respectful, and collaborative environment.
- Strong computer skills including excellent knowledge of Microsoft Office Suite, experience with digital marketing tracking tools such as UTM URLs and QR codes and an ability to learn new programs if required.
- A commitment to uphold and support the Playhouse's Anti-Racism Action Plan.
- Being fully vaccinated against COVID-19 by an FDA approved vaccine is a condition of employment.

Desirable

- Experience in using Tessitura or another CRM and ticketing database (training is provided).
- Experience in handling agency and supplier relationships.
- Ability to deliver regular reporting, coupled with strong Microsoft Excel skills.
- Experience with email marketing automation software, preferably Active Campaign/Prospect2.

Not sure you meet all the qualifications? Research shows that women and other people who are systematically marginalized tend to apply only if they meet 100% of the requirements, whereas men apply for jobs when they fulfill an average of 60% of the requested qualifications. If you think you could excel in this role, we encourage you to apply. We are dedicated to considering a broad array of candidates with diverse experience and backgrounds.

This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the Playhouse.