

Career Opportunity

TITLE: SENIOR MARKETING MANAGER

Department: Marketing

Reports to: Vice President of Marketing

Location: Dallas Arts District

Job Summary: The non-profit AT&T Performing Arts Center is seeking an experienced individual to serve as a Senior Marketing Manager. Under general direction of the Vice President of Marketing, this position is responsible for a wide array marketing disciplines. This position will manage show marketing activities, including advertising and communications, branding, promotions, and digital media to maximize ticket revenue and attendance for the Center's programming and enhance the image of the Center in the community and industry. The Center presents a variety of programming including Family, Music, Comedy, Dance, Broadway and community events, festivals to name a few. A Senior Marketing Manager will be part of the team responsible for generating ticket sales for the organization through subscription and single ticket sales, support of Group Sales, and creative ticket packages. This position is a detail-oriented, highly-organized team player with excellent interpersonal skills that works seamlessly and efficiently with AT&T Performing Arts Center staff and with end users of the facilities. Essential skills include the ability to thrive in a fast-paced, ever-changing environment while maintaining a high level of professionalism. This position will work collaboratively with external partner organizations (Broadway, Dance, Concerts) as well as internal departments including Digital Marketing, Creative Services, Ticketing Services and Publicity. The candidate must be self-starter and work autonomously using independent judgement. A positive attitude towards position and the Center's Core Values is imperative.

Key Areas of Responsibility:

Experience requirements:

- The ideal candidate will be an entertainment marketing professional with a minimum of 5 years of practical "hands-on" concert and/or performing arts industry marketing experience with measurable and demonstrated success.
- Highly organized and able to establish priorities and manage multiple projects simultaneously in a fast-paced environment while maintaining strong attention to detail.

- Develop sales goals, pricing and special promotions for subscriptions, single tickets and special promotional packages, including implementation of dynamic pricing and discounting campaigns for shows/events.
- Buy and manage paid media campaigns, including print, TV, radio, OOH and digital. Negotiate with DFW media for promotional and other non-paid media support.
- Responsible for content development (concept, copy, execution), experiential and permission based marketing.
- Strong analytical skills and business acumen, creating actionable insights from data. Proven ability to test, learn and improve ROI.
- Manage all tactical day-to-day components of individual show campaigns, from announcement to settlement.
- Work with Digital Marketing Managers to develop digital and social/viral campaign components to maximize exposure and ticket sales.
- Work with touring companies and artists' representatives on securing materials, e.g. photography, artwork, details on performances necessary to create and execute advertising and promotion plans on a timely schedule and update as needed.
- Spot copywriting and trafficking. Lifecycle management, journey building.
- Compile and distribute show settlements
- Budget management, invoice reconciliation and billing
- Strong project management skills.
- Exceptional writing skills with ability to adhere to a brand's voice. A brand steward.
- Effective communicator who can work closely with other internal departments and third party partners and lead cross organizational efforts; namely a re-brand effort.
- Candidate must be a self-starter who takes the initiative to start projects, work unsupervised, complete tasks independently, solve roadblocks, and address issues before they become problems.
- Manage volunteer efforts for onsite and offsite promotional activation (i.e. promotional booth at festivals and other events, street team, etc.).
- Proficiency in Microsoft Office Suite, particularly Word, Excel, PowerPoint, is required.

Preferred Experience

- Experience with Tessitura CRM application
- Social content creation – video, graphics and social copywriting on Facebook, Instagram, Twitter, LinkedIn and YouTube preferred.
- Public Relations experience is not required but desired.

Education:

- BA or BS in Marketing, Communications

This job description is not intended to be construed as an exhaustive list of all responsibilities. Duties, tasks or projects may be assigned or modified as needed by the Digital Marketing Director. Extensive interdepartmental collaboration is expected. This position is exempt and may require an excess of 40 hours when required.

AT&T Performing Arts Center is an equal opportunity employer and is committed to the belief that each individual is entitled to equal employment opportunity.

For immediate consideration, send cover letter, resume and salary requirements.

By Email: careers@attpac.org

By Mail: Human Resources
AT&T Performing Arts Center
700 North Pearl Street, Suite N1800
Dallas, TX 75201

ABOUT THE AT&T PERFORMING ARTS CENTER

The AT&T Performing Arts Center is a nonprofit foundation that operates and programs a 10-acre campus comprised of three premier performance venues and a park in downtown Dallas. Audiences enjoy the best and most recent from Broadway; the finest dance companies from across the globe co-presented with TITAS Presents; and top concerts, performers and cutting-edge speakers. Thousands of students explore and more deeply experience the arts through the Center's education program, Open Stages. The Center also offers free programming for audiences from every part of the community.

The Center's mission is to provide a public gathering place that strengthens community and fosters creativity through the presentation of performing arts and arts education programs.

The Center's culture is to focus on the values that guide its people's actions. The Center's Core Values are to passionately pursue our mission by being:

Achievement Focused - Committed to the advancement and cultivation of the Performing Arts in Dallas

Community Minded – Actively fostering and participating in meaningful community interactions

Customer Service Driven – Dedicated to the service of internal and external constituents so that all want to return

Flexible – Willing to change to achieve results

The Center's five resident companies are among the city's leading arts institutions: Anita N. Martinez Ballet Folklorico, Dallas Black Dance Theatre, The Dallas Opera, Dallas Theater Center and Texas Ballet Theater.

Designed by internationally acclaimed architects, the Center's campus includes the Margot and Bill Winspear Opera House, Dee and Charles Wylie Theatre, Annette Strauss Square, and Elaine D. and Charles A. Sammons Park are some of the finest performance venues in the world.