

## Digital Marketing Manger

Department: Marketing Department

Supervised By: Director of Marketing & Communications

Supervises: N/A

FLSA Status: Non-Exempt

The **Wallis Annenberg Center for the Performing Arts** (aka “The Wallis”) brings audiences world-class theater, dance and music, performed by many of the world’s most talented and sought-after artists. With eclectic programming that mirrors the diverse landscape of Los Angeles, and its notability as the entertainment capital of the world, The Wallis offers original and revered works from across the US and around the globe.

### DESCRIPTION

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The Digital Marketing Manager reports to the Director of Marketing & Communications. The Digital Marketing Manager will be responsible for developing, executing and managing digital marketing strategies and content to meet and/or exceed sales goals as well as promoting and enhancing the profile of The Wallis in the Beverly Hills and Los Angeles communities. The Digital Marketing Manager’s role will consist of project management, social media marketing, email marketing, website maintenance, graphic/video design, and administrative responsibilities. The role will also have responsibilities and duties that crossover between marketing, public relations, artistic, development, and educational events as needed. This position is a member of the Marketing & Communications team which includes the Director of Marketing & Marketing Content Manager.

### REQUIREMENTS

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- Strong affinity for and knowledge of the performing arts is highly desirable.
- Strong knowledge of and experience with main digital and social media platforms.
- Excellent grasp of social media and website metrics and best practices.
- 3 – 5 years’ experience with social media marketing, email marketing, lead generation, and SEO.
- Strong digital analytical skills and knowledge.
- Ability to make recommendations and strategic plans for digital campaigns.
- Strong graphic design, video editing, communication, and organizational skills.
- Affinity for working in a teamwork environment in a shared space.
- Ability to take direction well and work under pressure in a faced-paced, energetic and creative work environment in ability to make key deadlines.
- Must be a self-starter and be able to handle multiple tasks concurrently.
- Must be capable of projecting a positive image of The Wallis to the public.
- Bachelor of Arts degree required.
- 3 – 5 years’ experience in working in entertainment marketing (preferably in live entertainment) or working within a non-profit and/or commercial theater is required.
- Experience in working with marketing/advertising agencies and vendors and the Tessitura Network or similar CRM system is preferred.
- Experience as a digital content creator and manager, including experience with Adobe Creative Cloud (Photoshop, Premiere Pro, After Effects, InDesign), Sprout Social, Facebook Ads, Microsoft Office and Google Analytics is required.

### KEY RESPONSIBILITIES

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- Plan and execute all web, email, social media, and digital display advertising campaigns.
- Develop and execute a social media plan which results in expanded presence and growth.

- Generate reports on The Wallis' digital marketing campaign's performance.
- Partner with advertising and media specialists to increase ROI.
- Brainstorm new and creative digital growth strategies.
- Update web site content and be the primary point person for outside web programmers, designers and content creators in the development of project-specific digital initiatives.
- Assist in drafting and deploying email and e-newsletter communications to patrons.
- Design presentation decks for senior leadership needs.
- Create compelling graphic designs for digital and marketing campaigns as needed..
- Create and edit video content for digital and traditional marketing campaigns.
- Institute strategic social media postings maintaining The Wallis' institutional "voice".
- Coordinate projects with vendors.
- Maintain and manage all production and institutional photo libraries.
- Assist in supporting opening night and press/marketing events.
- Analyze key metrics that unite The Wallis' website traffic and ticket sales.
- Identify trends and insights, and optimize spend and performance based on the insights.
- Develop website and social media goals and benchmarks to illustrate online growth.
- Assist with design and update of PowerPoint and InDesign decks for senior management.

## PHYSICAL DEMANDS

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While performing the essential functions of this job, the incumbent must be able to do the following: stand for extended periods; sit for extended periods; bend and reach for filing and other job-related functions; climb up and down stairs; bend, stoop, and lift to move and retrieve materials; pull, push, and lift; reach both above and below shoulder height. Specific visual abilities include close vision, color vision, depth perception, and the ability to adjust focus. Must be able to visually inspect work. Manual dexterity to operate computer and other office equipment required.

The physical demands described above are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made.

***The above statements are intended to describe the general nature and level of work performed by individuals assigned to this position; they do not purport to describe all functions of the position. Employees may be assigned other duties and the essential functions of the position may change or be changed as necessary.***

***By signing below, I acknowledge that I have read and understand my job responsibilities and are able to carry out such responsibilities.***

**Employee's Name** \_\_\_\_\_ **Date** \_\_\_\_\_

**Employee's Signature** \_\_\_\_\_