



The Frauenthal Center is seeking a Marketing Manager to join the Frauenthal Team. The successful candidate will possess marketing, public relations and social media skills, excellent communication and relationship-building skills and the ability to work both independently and as a team member. Diversity and inclusion are important values and we are committed to striving for a diverse workforce, made up of staff that represents the community we serve.

Position Title: Marketing Manager

Department: Frauenthal Center

Reports to: Executive Director

Classification: Part-time, 20-25 hrs./week

Compensation: \$15 hour

General Summary:

The Marketing Manager is responsible for and/or oversees publicity, public relations, marketing and promotions for the Frauenthal Center. The candidate must exhibit regular, open and honest communication focused on the smooth and efficient operation of promotional, marketing and social media campaigns. In addition to common avenues of publicity, the candidate must consider outside-the-box ideas and approaches to promote the uniqueness of the Frauenthal Center.

Principal Duties and Responsibilities:

1. Collaborate regularly with the Executive Director to ensure a clear and accurate interpretation of the organization's vision and direction
2. Develop and execute comprehensive marketing plan
3. Manage brand consistency
4. Shape public perception of the Frauenthal Center through execution of brand identity through print communications, publications, electronic media, media relations, public events and physical spaces.
5. Manage digital signage throughout building, schedule hard and digital marquee.
6. Coordinate press releases and follow up to generate frequent and consistent publicity
7. Utilize Facebook, Twitter, Instagram and other social media platforms to activate the online community and develop new audiences.
8. Developing a message calendar for regular e-newsletters and social media posts.
9. Monitoring expenses throughout the year to ensure that budget goals are met.
10. Maintaining and making regular updates to the Frauenthal Center website.

11. Conducting and analyzing regular and special surveys to gather information about audience reactions to specific productions, demographics and other patron behavior.
12. Maintain up-to-date archives of press and advertising clippings, maintain photo archive.

Knowledge, Skills and Abilities:

A successful Marketing Manager will possess the following abilities and skills:

1. Marketing Experience: Knowledge of and experience with marketing principles, especially as they relate to the non-profit arts market.
2. Priority Management: Must have the ability to manage multiple projects concurrently, keeping a keen eye on detail while juggling various priorities. Ability to adapt to changing situations and creatively problem solve.
3. Communication/Writing: Must possess strong writing skills for multiple audiences – advertising copy, press releases, show descriptions, brochure copy, e-newsletter communication, social networking updates.
4. Education & Experience: 2-3 years of marketing experience, preferably in the performing arts. Bachelor's Degree in Communications, Marketing or related field preferred. Knowledge of and passion for the performing arts is preferred.

To learn more about the Frauenthal Center, visit our website: frauenthal.org.

To be considered for this position, please submit resume, letter of interest, 3 references and a relevant writing sample via email to Eric Messing at eric@frauenthal.org by August 7, 2018.