

Marketing Manager

Job Description

2021-22 Season

Department: Marketing	
Job Title: Marketing Manager	
Reports to: Director of Marketing	
Type of position: Full-time, onsite with some flexibility for remote work	Hours: Monday – Friday, 9:00 AM to 5:00 PM, occasional weekends and evenings

GENERAL DESCRIPTION

The Marketing Manager is a full-time position, reporting to the Director of Marketing, to support the visibility, revenue generation, and communications critical to the mission of the Harris Theater for Music and Dance. Primary responsibilities include project management for print and digital collateral, working with key vendors including designers and printers, and working across the team to align marketing and communications efforts.

DUTIES AND RESPONSIBILITIES

30% | Creative Projects Management

- Oversee creation of print collateral, including program books, brochures, postcards, and institutional pieces, working across internal team and external vendors to execute and manage deadlines.
- Compile and organize all artist assets for Harris Theater Presents and Resident Company programming, working with artist management to obtain approved program copy, bios, images, and other materials in advance of each season.
- Coordinate all building signage, including digital kiosk displays, working closely with operations team and Director of Marketing on needs.

30% | Advertising and Communications

- Work in alignment with Director of Marketing and Digital Content Coordinator on planning, design, and copy generation for paid advertising, email, direct mail, and other campaigns to meet the goals of each engagement in the season.
- Maintain working knowledge of Theater's Tessitura CRM database, and collaborate with Director of Marketing and cross-departmental colleagues on thoughtful audience segmentation and targeting.
- Support revenue and audience building efforts of the Theater's Resident Companies through onsite visibility, inclusion in Theater print materials, ad and email trades, and targeted promotion.

20% | Department and Events Support

- Work with Director of Marketing and development team on donor/subscriber communications, events, and hospitality benefits.
- Support live and virtual special events, including preparing copy, onsite signage, and collateral.
- Provide general support to Director of Marketing, VP of Programming and Audience, and other senior staff specific to marketing activity, including internal communications and reporting, planning and facilitating meetings, and maintaining the department calendar.
- Manage marketing and design intern, and provide leadership to Digital Content Coordinator.
- Other duties as assigned.

10% | Vendor and Partner Relations

- Manage relationships with vendors and partners critical to the Theater's marketing and branding efforts, including graphic designers, restaurant and neighborhood partners, and photographers.
- Coordinate memberships in local and national organizations that support the Theater's work.

EXPECTATIONS AND EXPERIENCE

As a key member of the Theater management team and marketing department, the Marketing Manager is expected to:

- Uphold the Harris Theater's mission to be a home for music and dance, and embody organizational core values of artistic integrity, collaboration, belonging, and respect.
- Be onsite for or attend performances/events as required for the role.
- Participate in organizational and regular team meetings, share ideas, and communicate openly with peers and supervisor about questions, challenges, and successes.
- Maintain professional conduct and represent the Theater positively in all interactions with artists, renters, partner organizations, donors, vendors, volunteers, patrons.

The ideal candidate will have:

- Three or more years of experience in marketing in the arts or a creative field, ideally with direct experience in project management and vendor relations.
- Strong communication and organizational skills and a willingness to collaborate with colleagues across departments.
- The ability to prioritize, manage multiple projects simultaneously, and maintain focus in a fast-paced, environment.
- Proficiency in Tessitura CRM software.
- Familiarity with Microsoft Office suite.
- Familiarity with Adobe Acrobat and/or Creative Suite preferred.

SALARY RANGE AND INSTRUCTIONS TO APPLY

The salary for this role starts at \$55,000/year based on experience, plus benefits package. Please submit a cover letter and resume to info@harristheaterchicago.org. No phone calls please.

The Harris Theater is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, veteran, national origin, or disability status or any protected characteristic as outlined by federal, state and local laws.

If you are a qualified individual with a disability or a disabled veteran, you may request a reasonable accommodation if you are unable or limited in your ability to access job openings or apply for a job on this site as a result of your disability. You can request reasonable accommodations by contacting info@harristheaterchicago.org.