Position Title: Marketing Manager
Department: Marketing Department
Classification: Full-time Exempt / 40 hour week
Reports to: Director of Marketing and Communications
Location: On-Site. Not a remote position.

About the Arden

Founded in 1988, Arden Theatre Company is a professional regional theatre that strives to offer the highest quality theatrical productions and educational programs to the artists, audiences, and students of Greater Philadelphia. Each year, we produce the Mainstage season as well as Arden Children’s Theatre, the city’s first resident children's theatre. From our productions that reach over 100,000 audience members each year to our educational outreach programs that inspire and empower 6,000 students in schools across our region, the Arden stands out as a haven for shared stories and an important incubator to create new work.

In our last full season, 2018/19, the Arden produced seven Mainstage and two Arden Children’s Theatre productions, resulting in 503 performances that were seen by more than 107,000 people, continuing to be an essential force behind the vitality of the Old City neighborhood and in Philadelphia’s cultural landscape.

Position Summary

The Marketing Manager reports directly to the Director of Marketing and Communications and is responsible for the implementation of the organization’s marketing efforts in advertising campaigns distribution, and outreach.

Anticipated start date: August 1, 2023

Responsibilities include:

- Assist with the development, implementation, and evaluation of annual marketing, promotion and communications plans to advance the Arden’s brand identity and broaden awareness of its programming and mission.
- Coordinate the Communications Schedule across all departments to ensure a clear communication plan, and oversee the correspondence schedule for informational and promotional emails with patrons.
- Implement marketing campaigns for online, print, radio, and direct mail, including content creation, the coordination of assets, and scheduling ad buys in conjunction with a digital advertising team, and coordinating the print and mailing house projects with all vendors.
- Coordinate the development and distribution of all marketing collateral, participating in the creation of the Marketing Plan for the season by assisting in defining and executing targeted offers and promotions.
● Track marketing campaigns including Google Analytics, Ads Manager, and social media, coordinating list exchanges and managing the relationship with consultants, and compiling data from the Arden's direct mail campaigns.
● Work with the members of the Marketing Department to manage Arden Professional Apprentices (APA) in marketing activities, as well as interns and over-hire workers on a project basis
● Lead special projects as assigned by the Marketing Department

Experience and Qualifications

Successful candidates will:
● Knowledge of the current media advertising landscape and a passion for marketing
● Have 2-5 years marketing or related experience – willing to consider a wide range of professional backgrounds.
● Knowledge and proficiency with MS Office Suite, Adobe Creative Suite, Adobe Acrobat, and major graphic/video file formats.
● Be an exceptional leader and collaborator with an ability to engage with a wide range of people and have demonstrated success in motivating, directing, and managing staff, as well as experience in managing up.
● Excellent verbal and written communication skills with exceptional attention to detail
● Be willing and able to work flexible hours/days reflective of the dynamic schedule of a theatre which includes a variety of hours including evenings and weekends.
● Be someone with initiative, creativity, excellent problem solving skills and a collaborative spirit. Must have the ability to work within a fast paced, dedicated management team—rolling up your sleeves must be a favored tactic.
● Express a passion for theatre and in the Philadelphia cultural community with a genuine interest in becoming a driver of the Arden’s mission and vision.

Compensation

Compensation for this position is $48,000-52,000/year.

The position is full-time/exempt. This is an on-site position.

The company provides Medical and Disability Insurance, a Flexible Savings Plan, a Defined Contribution Plan, as well as paid vacation, personal, and holiday leave.

Arden Theatre Company has instituted a mandatory COVID-19 vaccination policy for all employees; the successful candidate must provide proof of vaccination prior to beginning work and must agree to adhere to all Arden Theatre Company's safety protocols.

Arden Theatre Company is an Equal Opportunity Employer committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity, gender expression, veteran status, and any other characteristic protected by applicable law. Applicants from historically underrepresented groups in the theatre field are strongly encouraged to apply.