

Marketing Manager

Arden Theatre Company, Philadelphia, PA | www.ardentheatre.org

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. Operating as a member of the League of Resident Theatres (LORT), the Arden produces a five-show Mainstage season as well as two shows 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 for the creation of new work.

The Arden continues to be an important force behind the vitality of the Old City neighborhood and in Philadelphia's cultural landscape.

Position Summary

Arden Theatre Company seeks an experienced professional for a leadership position in the company. The Marketing Manager is member of a four-person team and is responsible for driving earned income initiatives through specific marketing, advertising and communications campaigns. The Marketing Manager will work with the department on the design of the overall Season Campaign. The Manager works alongside agencies, consultants and vendors to assure the continued effectiveness of the Arden's marketing efforts.

The Marketing Manager reports directly to the Director of Marketing and Communications and will:

- Assist with the development, implementation, and evaluation of annual marketing, promotion and communications plans to advance Arden's brand identity and broaden awareness of its programming and mission.
- Coordinate the development of marketing collateral by participating in concept design with the Marketing team and manipulating the design elements for additional projects – including digital assets.
- Plan, create, and execute direct mail printing & distribution, including vendor relationships, assure adherence to budget, oversee database/CRM list management
- Plan, create, and execute email distribution, including vendor relationships, assure adherence to budget, oversee database/CRM list management
- Create detailed campaign reporting of initiatives across all marketing platforms
- Coordinate the Communications Schedule across all departments which includes direct mail & email correspondence schedule to ensure a clear communication plan – including relevant segmentation and automation.
- Assist with brand monitoring according to company style guides, including use of the Arden logo, copywriting, copyediting, and proofreading any collateral or information distributed from the organization
- Be responsible for daily sales reporting, in collaboration with the box office
- Be responsible for the curation of the stagebill. Manages the Marketing Associate in its completion.
- Assist with website updates and maintenance, including cross departmental training and execution
- Represent the Arden at community events
- Supervise apprentices, interns, and marketing over-hire on a project basis

This position requires evening and weekend hours.

Experience and Qualifications:

Successful candidates will:

- Have 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.
- Have 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.
- Have 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 starting in October 2025.

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 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.