



SOPACnow.org | One SOPAC Way, South Orange, NJ 07079

MARKETING MANAGER POSITION

Reports to: Director of Marketing & Audience Experience

Manages: Marketing Associate, Membership & Marketing Associate, contractors (EG graphic designers, videographers, photographers, social strategist, etc.)

OPPORTUNITY AND KEY PRIORITIES

South Orange Performing Arts Center, recognized time and again as one of New Jersey's favorite performing arts centers, seeks a Marketing Manager to join a growing team committed to presenting richly diverse transformational arts experiences in the creatively kinetic South Orange-Maplewood community in Northern New Jersey.

The Marketing Manager (MM) is a critical member for the marketing engine that promotes SOPAC's robust roster of dynamic events. As the center of the marketing and communication functions, the MM is driving success across all earned revenue and external communications. This position is charged with the effective promotion and communication of SOPAC's core mission and artistic programming, including development of messaging, advertising, digital strategies, social media, collateral materials, and public relations strategies and campaigns for all SOPAC performances and programs.

Three of the organization's top articulated goals that intersect with the MM's work, and that it is expected the Marketing Manager will drive performance toward, are:

- Rebuild, diversify, and grow our audience base.
- Inspire strong community confidence and support.
- Innovate and differentiate customer experience and product/program offerings.

Additional top priorities for the SOPAC Marketing Manager include:

- Manage team in the strategy and execution of marketing plans to drive ticket sales across events.
- Make significant and meaningful impact in social / digital marketing – i.e. organic and boosted social across all core platforms (FB, IG, TikTok, LinkedIn), email database.
- Gain a depth of understanding about SOPAC's current and prospective audience, in service of creating relevant and impactful marketing plans to drive ticket sales and shift brand perceptions.
- Make significant and meaningful progress in the marketing department's utilization of data – including the review and analysis of KPIs across social, digital, email database and audience – in the spirit of continuous improvement.
- Champion novel and innovative campaigns and concepts, prioritizing creative risk-taking on digital channels and platforms to drive engagement and acquisition.

ABOUT SOPAC

The South Orange Performing Arts Center (SOPAC) is an award-winning regional arts center that presents innovative artistic and educational cultural experiences through music, theater, dance, comedy, and family performances in an intimate and welcoming environment.

SOPAC's mission is to offer audiences exhilarating and diverse arts entertainment in its intimate venue, serving as the cultural heartbeat of the greater South Orange / Maplewood region and contributing to the economic and social vibrancy of its highly diverse community.

The SOPAC campus includes The Jennifer & Tony Leitner Performance Hall, which is a 439-seat mainstage theatre with superb acoustics, sight lines and seating. Audiences remark that performances in this space is like having their favorite artists right in their own living room. Artists acknowledge that the atmosphere encourages conversations with audiences. The Loft at SOPAC is a 2,170 square-foot multi-purpose space used for performances, rehearsals, classes, and special events. SOPAC's Herb + Milly Iris Gallery is home to multiple exhibitions a year. Additionally, SOPAC co-produces local events such as South Orange Summer Nights and serves students and schools through several education programs.

SOPAC is an Equal Opportunity Employer (EEO). SOPAC is proud to be an equal opportunity and affirmative action employer. We have a deep commitment to our nonprofit mission and positively impacting our culturally diverse community. We are an organization that embraces differences and strongly encourages individuals from underrepresented backgrounds to join our dynamic and inclusive team.

RESPONSIBILITIES

The successful candidate for this position will be a keen marketer adept in the digital / social space to drive brand engagement and ticket sales through powerful campaigns. An understanding of how to work across departments to attract, retain, and grow customer relationships is essential, as is a strong foundation in the core principles of 21st century marketing and audience development.

- Support the team to meet/exceed **single ticket and subscription goals**.
- Oversee the execution of all **social and digital advertising**, including social content calendar, social collaborations, boosted social campaigns, digital website, and email partners. Look to grow followers and engagement on FB & IG, while leveling up SOPAC's presence on TikTok.
- Manage **email database** communication, including segment optimization, assessing performance metrics, deployment of communications.
- Provide **creative direction** for all marketing collateral and advertising campaigns, both digital and printed materials.
- Collaborate with Director of Marketing & Audience Experience and the Audience Services team on **audience analysis**. The MM would be integrally involved in upcoming research and contribute heavily to analysis of current and prospective audiences, as well as implications based on the learnings.
- Contribute to ideation and implementation of **influencer program**, including crafting partner opportunities to drive visibility for the brand, excitement for events and ticket sales directly.
- Contribute to **public relations** strategy and campaigns, focused on meaningful media opportunities to promote SOPAC's artistic vision and direction, as well as specific media opportunities to drive programming and events.
- Manage **marketing department budget** with support from associates and partnership with Director of Marketing & Audience Experience.

- Manage **marketing department dashboard**, with oversight and input from Director of Marketing & Audience Experience, to track department performance against established KPIs, with an eye toward ongoing learning & optimizations.
- **Manage team** of Marketing Associates with an eye toward mentorship and strengths-based feedback. Create a strong teamwork environment and bring a desire and ability to work collaboratively with other departments and stakeholders.
- Steward and participate in select **board & staff committees** to generate impact and contribution from board and staff.

The position supervises a total staff of 1.5 direct reports, including the Marketing Associate (1) and Membership and Marketing Associate (.5). There are additional contractors, indirect reports, and key working relationships for this position.

REQUIRED QUALIFICATIONS:

- Bachelor's Degree
- 3+ years of marketing or related experience, preferably in the performing arts
- Detail oriented and deadline driven.
- Excellent communication, project management and organizational skills.
- Experience managing and mentoring staff in a team-oriented environment.
- Experience working in the development, execution, and management of creative marketing campaigns.
- Depth of knowledge and continued pursuit of social media trends and best practices.
- Experience in design and implementation of effective creatively driven digital marketing strategies and tactics.
- Experience in database and market research projects, including analysis and interpretation of qual and quant learnings for ongoing improvement of marketing plans.
- Demonstrated skill in managing balanced budgets.
- Knowledge of market dynamics, pricing, media buying, market segmentation, target marketing strategies, and brand equity development.

PREFERRED QUALIFICATIONS:

- Depth of knowledge with ticketing software (Patron Manager), email database platform (Emma), and website platform (Canva).
- Excellent computer skills, as well as Word, Excel, and PowerPoint, as well as understanding of graphic design.
- A strong innovative and creative vision with a genuine interest in trying new methods and approaches.
- Flexibility and agility, with the ability to effectively prioritize.
- A true passion for the performing and fine arts.

COMPENSATION & BENEFITS: The target salary for this position is \$55,000 – \$65,000, to be determined based upon experience and qualifications. SOPAC provides a competitive benefits package that includes medical and dental coverage, PTO, and other time off, and a 403b retirement plan with employer matching contribution.

Candidates must currently reside or be willing to relocate within commuting distance of SOPAC to be considered for this role.

SOPAC does not discriminate on the basis of any protected status under federal, state, or local law. We encourage individuals of all identities and abilities to apply.

APPLICATION PROCEDURE: A review of prospective candidates commences immediately, until the position is filled. Interested and qualified individuals, and recommendations of same, are encouraged to submit their credentials as described below for full consideration:

Please submit the following documents in the order shown as one PDF file, saved as:

Candidate First Name_Candidate Last Name_SOPAC-Marketing-Manager.pdf

- Cover letter (maximum one page) describing your interest and alignment with this opportunity
- Résumé or CV (maximum three pages)
- Three professional references, including name, email, phone, and one sentence that describes the nature of the relationship (these will only be utilized for candidates that advance to the finalist round)

ANTICIPATED START DATE: Mutually agreeable date, no later than October 1, 2023. All inquiries and discussions will be considered strictly confidential. Applications or recommendations for qualified candidates will be accepted via email only to:

Lauren Neuman
Director of Marketing & Audience Experience
SOPAC
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