



ODC Digital Marketing Manager

Background

ODC is a ground-breaking contemporary arts institution: a world class dance company, a presenting theater, and a dance school. Known nationally for its entrepreneurial savvy as well as artistic innovation, the organization is unique for its fully integrated vision. Operating in San Francisco's Mission District for more than 45 years, our programs and activities contribute to San Francisco's vibrant dance and arts ecosystem, community development, arts education, and access to creative art-making. ODC strives to cultivate artists, inspire audiences, engage the community, and foster diversity and inclusion through dance performance, training and mentorship.

Position Summary

The DIGITAL MARKETING MANAGER is responsible for managing the development and execution of digital marketing strategies and campaigns for ODC including digital communication (email, social media, etc) and regular website updates and maintenance.

Campaign success is defined by ticket and class sales, audience and community expansion, web traffic, impressions, and digital engagement.

This position is a full-time, exempt position and reports directly to ODC's Senior Marketing Manager. Salary DOE. Salary range available upon request.

Roles and Responsibilities:

- Digital Campaign Strategy and Execution
- Direct targeted strategy for digital channels
- Oversee content curation and create editorial calendars
- Collaborate with department heads on marketing for key initiatives

Content Creation and Management

- Direct and create original video content to increase reach
- Apply information from data analytics to segment audiences and tailor marketing messages
- Manage digital assets inventory

Data Analysis

- Analyze efficacy of digital marketing efforts
- Present digital marketing analytics report to key executives
- Set and reach benchmarks for online audience growth

Audience Development

Launch new initiatives to broaden audience reach

Collaborate with partner organizations to reach new audiences

Stay informed of changing landscape of digital communication, ticket sales, audience cultivation, and industry best practices

Desired Qualifications, skills, and experience

Demonstrated ability to develop of successful email and social media campaigns

Background in marketing with preference given to arts or nonprofit marketing experience

Website maintenance, design, and management

Knowledge of Facebook and Google advertising platforms (Google Analytics and Tag Manager)

Experience with Wordpress, Joomla, Drupal, or similar CMS

Excellent project and team management skills

Passion for the arts/dance and/or experience working in an arts organization a plus

Willingness to pursue continuing education and development on current trends in digital marketing, new tools and platforms

Technical Skills

Desired candidate should have knowledge of the following computer programs and databases

SalesForce/PatronManager

Google Suite

Microsoft Office

Drupal CMS

Adobe Creative Suite (especially Photoshop, Premier Pro, After Effects, and InDesign)

MindBody

TRG

Mailchimp

Survey Monkey

Required qualifications

- Must be over 18 years of age and eligible to work in the US.
- Bachelor's degree or four years of relevant work experience.
- Excellent communication skills (verbal and written).
- Ability to work and interact well with individuals from various backgrounds in a culturally diverse, fast-paced, team-oriented environment.
- High level video production and photography skills
- Ability to craft compelling marketing copy for digital channels
Organized, with excellent skills in prioritizing and time-management; strong creative problem-solving abilities.
- With notification in advance, must be able to staff activities after-hours and on weekends as appropriate.
- Project and team management strongly preferred.
- Strong analytical abilities

Physical Requirements and Work Environment

- Work is performed primarily in an office and performing arts facilities setting.
- Work is primarily performed sitting and standing.
- Must be able to lift and carry 15 lbs.

To Apply:

- Please email resume and cover letter with salary requirements to: HR@odc.dance
- Reference "Digital Marketing Manager" in the subject line.
- Note, resumes submitted without a cover letter and salary requirements will not be considered.

Principals only. Recruiters; please don't contact this job poster.

Please do not contact job poster about other services, products or commercial interests.