

Saltwater Performing Arts

Marketing Director

Saltwater Performing Arts has an exciting opportunity for an experienced marketing savvy individual to fill the role of Director of Marketing.

The Marketing Director is a part time position that oversees the organization's promotion and advertising efforts to drive sales and build brand awareness. The responsibilities include developing an overall marketing plan, approving campaigns, and measuring the return on investment of various advertising methods.

- Manage the Creative Services Team (Graphics, Web, Social, Print, and Public Media)
- Manage all creative marketing assets for external marketing and advertising (digital, print, social media, broadcast, and show-related collateral) for the organization, all programming, and events.
- Create and maintain a successful brand and image that attracts customers to the product or service.
- Work with both the sales and creative marketing departments to develop successful strategies and campaigns that attract new customers and keep current clients.
- Review current marketing trends and advertisements to determine the effectiveness of different styles and strategies.
- Analyze sales numbers in comparison to the marketing budget to find the profit margin and which campaigns were most effective.
- Research competitors to stay current with similar products or services on the market
- Collaborate with other executives to make high-level decisions regarding the budget and the direction of the company.
- Develop marketing strategies for new products or services that comply with current company standards.

The qualified candidate will have a Bachelor's degree, proven marketing management experience, or a combination of relevant education and experience. This position is fully engrained in all aspects of the Marketing department and requires the ability to effectively manage different types of people as well as the ability to be resilient and optimistic through different organizational/departmental changes. Experience with WIX, CANVA and Meta Business Suite is desired. Additionally, experience with Google Analytics will be beneficial to the success of this position.

Saltwater Performing Arts is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, disability, age. Saltwater Performing Arts is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities.

Application period ends May 31, 2024.