



MARKETING AND COMMUNICATIONS MANAGER

Employment Status:	Full-time
FLSA Status:	Exempt
Experience Required:	Minimum four (4) years communications, marketing required with experience in performing arts industry preferred.
Minimum Education:	Bachelor's degree or equivalent work experience required.
Department:	External Relations
Direct Supervisor:	Director of External Relations
Supervisory Responsibility:	None
Primary Work Location:	Theater and office setting
Certification:	None
Pay Rate:	\$46,800 - \$54,600 annually; \$900 - \$1,050/week

Job Description

The Fox's Marketing and Communications Manager is responsible for day-to-day communications activities, ensuring department timelines are established, well communicated, and executed with an emphasis on social and digital marketing in a team-oriented, professional environment. This staff position is an integral position at the Fox Tucson Theatre, collaborating with multiple teams across departments to ensure efficient and effective external communications relating to a variety of campaigns and causes.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- General project management of a variety of communications functions including direct mail campaigns, eblasts, newsletters, social media initiatives, and similar
- In collaboration with other team members and partners, manage and implement the day-to-day communications and marketing profile across multiple social media platforms, paying close attention to maximizing efficiencies and reach specific to each channel
- Responsible for working closely with team members to manage both SEM and SEO approaches across our digital channels
- Work closely with the Director of External Relations to test, track, and analyze department activities both online and otherwise to continue to increase efficiency of all outbound communications
- In collaboration with other team members, be responsible for video editing projects across a number of different promotional areas including for social ads, on-site presentations, and other mediums

- Serve as a primary support function in copy editing content received or created internally for use in a number of channels with the ability to tailor these pieces to best serve the end line medium
- In collaboration with the Director, draft and maintain detailed communications calendars throughout the year that can clearly articulate a complicated matrix of touchpoints with our constituents
- Serve as another team member capable of generating content both written and visual for various mediums, channels, and purposes across the organization

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education, experience, knowledge, skill, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

QUALIFICATIONS

- Ability to plan, organize, multitask, and implement projects in a professional manner with both internal and external team members and vendors
- Ability to exercise confidentiality and discretionary judgment
- Experience managing social media campaigns and promotions, exhibiting the knowledge to effectively target the most appropriate audiences
- Attention to detail and the ability to prioritize multiple tasks concurrently
- Ability to work independently, and as a team member, while using discretion in decision making and sound judgment in problem solving
- Proficient in MS Office Suite, video and photo editing software, and a familiarity with donor/constituent databases with the ability to learn new programs as necessary
- Exemplary copywriting and copyediting experience and/or ability
- Ability to maintain a positive attitude and calm demeanor in a fast-paced, high-volume environment
- Exceptional interpersonal skills in written and spoken communication formats
- Full-time hours required. Weekends and evening hours as necessary

**This position description is a general guideline for work behavior and is not intended to be a comprehensive listing of all job duties. Therefore, it is also not, nor can it be implied to be, a contract of employment. The contents of this position description may be changed without notice, and employment may be terminated by either party, at will.