

Digital Marketing Manager

Job Title:	Digital Marketing Manager	Department:	Marketing
Reports To:	Director of Marketing & Public Relations	FLSA Status:	Exempt <input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/>

SUMMARY

- This position develops, implements, tracks, and optimizes Dallas Black Dance Theatre's marketing campaigns across all digital and social media channels.
- Provides support for creative graphic design and develops branded materials/content for all DBDT program components.

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

ESSENTIAL DUTIES:

DIGITAL MARKETING – (social media and online marketing)

- Plan, execute all web, SEO/SEM, marketing database, email, social media, and display marketing campaigns.
- Design, spearhead, maintain all content creation and calendars for all social media platforms.
- Develop strategies/plans to cultivate and grow new communities and manage online communications using all existing and emerging social media platforms.
- Design and execute digital communications to promote audience retention and DBDT's increase social media presence.
- Monitor, identify trends and evaluate social media performance data, track, and make adjustments, optimize spend, and report effectiveness of all initiatives.
- Collaborate with internal teams to brainstorm new and creative growth strategies.
- Evaluate end-to-end customer experience across multiple channels and customer touch points and assess against goals (ROI and KPIs).
- Assists with e-blast design, creation, and scheduling by working collaboratively with the Brand Manager and/or Director of Marketing.
- Evaluate emerging technologies and provide thought leadership and assess DBDT adoption, where appropriate.

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GRAPHIC DESIGN

- Work closely with the Director of Marketing & Public Relations and Brand Manager to support, create and develop high quality, attractive and effective marketing and collateral materials promoting Dallas Black Dance Theatre, DBDT: *Encore!*, and the Dallas Black Dance Academy and the Academy Performing Ensembles.
- Materials include but are not limited to: brochures, posters, electronic promotions and advertising materials, banner ads, etc.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty and responsibility with a high degree of proficiency. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION and/or EXPERIENCE

- Bachelor's Degree Required (Communications, Marketing, Advertising or Public Relations) and four years minimum related experience and/or training; or equivalent combination of education and experience.
- Experience in arts and culture strategic marketing for traditional and digital audiences preferred.
- Experience/knowledge of web analytics tools and knowledge of latest trends in online marketing and measurement. (e.g., Google Analytics, Google Ads, Omniture, Web Trends, and others).
- Experience in identifying target audiences and devising creative digital campaigns that engage, inform, and motivate.
- Experience in design tools (e.g., InDesign, Illustrator, Photoshop).
- Advanced skills in utilizing Microsoft Office programs, website platforms, social media platforms and their messaging and commenting functionalities including Facebook, Instagram, X, Threads, YouTube, and LinkedIn.

SKILLS

- Excellent verbal and written communication skills that include the ability to write creative and effective business memos and correspondence and strong attention to detail.
- Ability to effectively present information in one-on-one situations and make formal presentations to patrons, corporate and professional groups.
- Excellent skills in customer relations and problem-solving.

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- Exceptional understanding of social media platforms, best practices for engagement and communication through each platform.
- Ability to adapt to different styles of speech, messaging depending on the platform, the information shared and the target audience.
- Positive personality and excellent interpersonal skills when dealing with negative feedback or difficult online conversations.
- Qualified applicants must be self-motivated, possess strong organizational skills and able to work independently.
- Strong analytical skills, data driven thinking and proficient at quickly absorbing new information.
- Keen eye for detail, creativity, and a passionate interest in crafting engaging messaging and imagery.

WORK ENVIRONMENT

Dallas Black Dance Theatre staff are working in administrative offices located at 2700 Ann Williams Way, Dallas, Texas 75201 in the Dallas Arts District. Hours - Monday – Friday from 9:00 a.m. to 5:00 p.m. with occasional nights and weekends for performances and special events.

The work environment is fast-paced, dynamic, results-oriented, innovative, fun, and values responsibility and accountability. Employee must pass a background check and meet the Center for Disease Control's highest standards and safety protocols for COVID-19.

COMPENSATION AND BENEFITS

- Company offers both PPO and HMO medical/health insurance benefit plans.
- Company pays 100% of the cost of employee \$10,000 life insurance policy.
- Company matching for employee's participation in IRA retirement plan.
- Eleven (11) paid Federal Holiday observances per year.
- A minimum of one-week and up to two-weeks off depending upon the Company's performances and program schedule between Christmas and New Year's for holiday break.
- Standard PTO for sick leave, personal leave, and bereavement.
- DBDT provides one (1) week paid vacation after completion of one (1) year of continuous service.
- Salary is commensurate with experience, skills, education, and training.



JOB DESCRIPTION

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TO APPLY

For consideration, please submit your resume, cover letter, and salary requirements to marketing@dbdt.com by January 8, 2023.

NOTE: Phone calls and emails to staff regarding this job posting are not accepted. Inquiries and referrals from recruiting firms are not accepted. Please visit our website at dbdt.com.