

MARKETING MANAGER – LUTCHER THEATER

Seeking an enthusiastic, innovative and experienced full-time Marketing Manager for the Frances Ann Lucher Theater for the Performing Arts. The Lucher Theater, along with Stark Museum of Art, Shangri La Botanical Gardens and Nature Center, and The W.H. Stark House comprise the STARK Cultural Venue Programs and offer world-class venues and the best in art, nature, history and culture. www.starkculturalvenues.org

Job Summary:

The Marketing Manager's main goal is to perform marketing tasks that result in increased ticket sales by fostering current patrons while cultivating new and diverse audiences. The Marketing Manager is responsible for developing, implementing and managing marketing for Lucher Theater branding and seasonal performing arts series in a manner that is proactive, creative and effective and that meets organizational objectives.

QUALIFICATIONS

Education: Bachelor's degree in Arts Management, Theater, Marketing, Communication, or related field preferred.

Experience: Minimum 3 years of marketing or communication experience, preferably in a performing arts setting (equal experience as arts educator acceptable.)

Interpersonal Skills: Position requires skill and savvy in representing the organization as the primary spokesperson for The Lucher Theater in television and other media presentations, as well as interaction with individuals and groups in person, on the telephone and via Internet. Must have a high degree of professionalism and customer service skills, as well as strong interpersonal and public communication skills, including the ability to communicate effectively both verbally and in writing.

The successful candidate will also have:

- Passion for theater
- Enthusiasm for working with other members of a collaborative and close knit team
- Creative thinking ability to develop and implement innovative ideas for engaging and attracting new patrons
- Have a positive, can-do attitude and a sense of humor
- Ability to thrive in a fast-paced work environment, ability and maturity to solve problems, meet deadlines, prioritize and manage a wide variety of tasks simultaneously
- Strong organizational skills
- Successful implementation of direct marketing campaigns
- Working knowledge of print production and graphic design
- Experience at media placement
- Experience writing copy for print, online and broadcast channels
- Detail oriented

Technology/Computer Skills: Proficiency in Microsoft Office Suite, databases, desktop publishing to preferably include Photoshop, InDesign, Illustrator, proficiency with Apple operating system

Compensation: Competitive salary determined based on qualifications. Full-time position with excellent benefit package which includes medical, dental, and life insurance; defined benefit pension and 403b retirement plans; paid sick leave, vacation and holidays.

Application Process: Submit cover letter with salary requirement, resume, digital portfolio, and contact information for three references to Jennifer Barroeta, HR Manager, Nelda C. and H.J. Lucher Stark Foundation, jbarroeta@starkfoundation.org. Please put "Marketing Manager" on the subject line. The deadline for submission is April 25, 2018 or until filled.