

POSITION TITLE	Marketing Manager, Campaigns
FLSA STATUS	Full Time Regular Exempt
REPORTS TO	Director of Marketing and Communications
DEPARTMENT	Marketing
LOCATION	Office is in downtown San Diego. Currently working remotely and will move to in-office or hybrid in due course.

ORGANIZATION

San Diego Repertory Theatre (The REP) produces intimate, provocative, inclusive theatre. We are downtown San Diego's resident professional theatre, currently celebrating our 46th season.

As the resident and managing company of the Lyceum Theatres, we produce and host over 550 events and performances a year. We promote an interconnected community through vivid works that nourish progressive political and social values and celebrate the multiple voices of our region.

We produce an eclectic mix of world premieres, brilliant contemporary plays and re-imagined classics. To enhance the theatre experience and encourage dialogue, over 60 surround events are offered free of charge throughout the season—a diverse assortment of salons, mini concerts, and forums with scholars and artists.

We are committed to diversity both on-stage and among our staff and invite interested applicants to review our EDI statement, posted on our website. We encourage applications from marginalized communities including black, indigenous, people of color, LGBTQIA+, women, neurodiverse, and people with disabilities.

POSITION SUMMARY

The Marketing Manager, Campaigns translates the REP's vision and mission into the planning and execution of single ticket and subscription marketing campaigns to achieve revenue, attendance and positioning goals. This is a great opportunity to make your mark on a well-established company that makes acclaimed work going through an exciting period of change and growth.

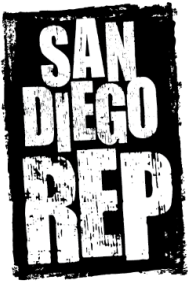
The Marketing Manager, Campaigns works closely with the Director of Marketing to develop strategy, and manages marketing activity for the REP's annual season of performances, festivals and events. The role manages the relationship with external designers; artwork and design traffic, briefings and revision process, as well as production management of campaign collateral and advertising materials. The role also delivers marketing services to support internal departments.

Maintenance of strict schedules for design deliverables are managed through this position for both print and digital needs. This role requires the ability to manage multiple projects concurrently with meticulous attention to detail and a high level of accuracy. An individual with excellent organization skills and energy will thrive in this multi-faceted role and fast-paced environment.

The Marketing Manager, Campaigns works as part of the Marketing team and is a member of several cross-departmental teams. Great interpersonal skills and a can-do attitude are essential for success, as this role collaborates with numerous departments across the company including Artistic, Box Office, PR, FOH, Community Engagement and Production.

San Diego Repertory Theatre

79 Horton Plaza, San Diego, CA 92101 | PO Box 12130, San Diego, CA 92112
619.544.1000 | www.sdrop.org



RESPONSIBILITIES

Revenue and Yield

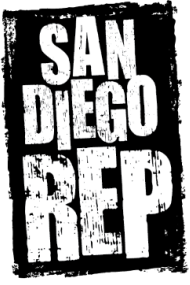
- Manage single ticket and subscription marketing campaigns to deliver revenue, ticket and positioning goals
- Analyze sales reports to identify gaps in sales driving activities and in response, revise campaign in a timely manner as required
- Manage and implement other strategic marketing activity e.g. brand awareness, student tickets, tourism, engagement events
- Work closely with Marketing, PR, Box Office colleagues and external consultants to optimize yield
- Manage marketing support projects for internal departments

Marketing Campaigns and Projects

- In collaboration with the Director of Marketing, translate The REP's work into marketable language/concepts/imagery for existing and new audiences; create and develop strategic subscription and single ticket campaigns
- Act as key point of contact for media relationships, and design and delivery of all advertising
- Management of design schedule; including completion of artwork briefs, briefing designers, ensuring that no deadlines are missed
- Maintain tasks using the project management software (Asana) including design jobs and other general marketing deliverables
- Ensure adherence to brand guidelines, proof read and review all campaign assets for quality control and consistency
- Writing, edit and proof-read copy for marketing materials and scripts for telemarketing campaigns
- Manage the approval and proofing process for marketing collateral. Work with Development department to ensure correct donor and funder acknowledgments are included
- Coordinate mailing projects as part of subscriptions and single ticket marketing campaigns, working with internal team members, external printers and mailing houses
- Negotiate and source quotes to ensure effective budget spending, quality of projects and attentiveness to timelines/deadlines
- Contribute ideas and expertise to the creation of content to represent The REP's work and support effective marketing campaigns

General

- Processing of invoices for the departmental expenses and track expenditures against budget.
- Maintain and update the organization of internal asset management files and keep the filing archives accurate and up to date at all times.
- Adhere to brand guidelines as outlined in various marketing strategies for all communications.
- Develop Tessitura skills, be an active contributor to Tessitura business requirements as they relate to marketing and ensure the team is trained and using Tessitura in work practice
- Deliver post campaign reporting.
- Work with Director of Marketing on research projects as required
- Be an active participant in agreed cross-departmental teams
- Other reasonable duties as required



EXPERIENCE, KNOWLEDGE, AND SKILLS

Essential

- Minimum 3 to 5 years marketing experience. Knowledge of and interest in theatre and arts is a plus.
- Proven experience running successful marketing campaigns.
- Proven experience in briefing and project managing design deliverables and advertising collateral
- Advanced traffic management skills, including proofing and print production.
- Excellent copywriting skills.
- Spanish language proficiency is a plus.
- A keen eye for detail and enjoys working as part of a team in a busy arts environment.
- Excellent organizational & multi-tasking skills, with the ability to prioritize & meet deadlines
- Excellent interpersonal and communication skills including the ability to deal with a wide variety of stakeholders internally and externally.
- Experience in handling agency and supplier relationships.
- Excellent PC IT skills including advanced skills with Microsoft Office Suite and project management software (e.g. Asana) and an ability to learn new programs if required. Adobe Suite and Tesseract is a plus.
- Ability to work some nights and weekends as needed when shows or events are in season.

EDUCATION

Relevant qualifications in Communications, Marketing or a similar discipline, or equivalent work history.

COMPENSATION

This full time exempt position will receive compensation of \$55,000-65,000 per year plus benefits, including paid vacation, employer sponsored health insurance, employee-paid dental and vision insurance, and participation in 403b and FSA plans.

TO APPLY

Please email the following to szappala@sdrep.org.

- Resume
- Cover letter that addresses the experience and skills required for this role (as listed above)
- Two examples of marketing copywriting from campaigns you have worked on

Please note: Form letters or resumes without a cover letter will not be considered. No agencies or phone calls, please. This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.

The REP is an Equal Opportunity Employer (EOE) and will not discriminate on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, gender identity, genetic information, sex or sexual orientation, or any other protected category in its hiring and employment practices, or in any other aspect of the employment relationship.