

MARKETING MANAGER, Alabama Ballet

The Alabama Ballet, a 501(c)3 performing arts organization, is seeking an associate-level marketing professional who can effectively plan and execute the marketing initiatives related to production season, schools marketing, and development, while ensuring that the look, feel and messaging of Alabama Ballet are seamless and remain in-line with core values/style guide. This position requires an individual who can work in a team environment that consists of a wide assortment of out-sourced relationships. Additionally, the position works with all departments (development, production, finance, and education) to build brand awareness and meet revenue goals of all Alabama Ballet products and events; reports to the Executive Director.

QUALIFICATIONS:

- Bachelor Degree in Marketing, Public Relations, Communications, or closely related field required
- Working experience with Microsoft Suite (Word, Excel, Publisher), inDesign, Outlook, and social media platforms required
- Experience working with diverse array of marketing channels, including publications, radio, and TV; experience working with newer channels (internet, email, social media, etc.) critical
- Ability to work in a fast-paced, highly-integrated team environment, while managing tight media deadlines
- On-site attendance during performances (nights, weekends) required
- Professional appearance and work ethic a must
- Experience with web design a plus

KEY RESPONSIBILITIES:

- Oversees season ticket sales and meets income goals, while growing Alabama Ballet's audience base
- Supports planning and execution of marketing initiatives
- Plans, creates and places all print, web, radio and television advertising and collateral
- Manages graphic design, web design, photography, PR, printing, video shoots, press releases and associated employees and agencies related to the key areas of the organization
- Plans and manages sales/cross-promotions, and collaborates with other arts' organizations in the community
- Maintains marketing budget, per approval of Executive Director

- Works closely with Executive Director to establish and fulfill sponsor benefits for development areas of the organization, including website maintenance and design, logo placement and other related media
- Collaborates with Artistic Director on selection and printing of company photography, media interviews and photo shoots, and adheres to guidelines
- Engages in community relation-building and speaking engagements as directed

Please send cover letter, resume and salary requirements to information@alabamaballet.org . No phone calls, please.