



ORPHEUM | HALLORAN CENTRE
Department of Culture

Title: Marketing Manager

Department: Marketing

Reports to: Vice President of Marketing

Supervises: None

FLSA Status: Exempt

Minimum Salary: \$40,000

At the Orpheum Theatre Group (OTG), you will find amazing talent on our stages and throughout our dedicated staff. We are committed to serving the Mid-South through our nonprofit mission, which includes our numerous education and community engagement programs and our commitment to equity and diversity. Our Orpheum Theatre Group team is dynamic, creative, innovative, and community-minded, and we are ready to welcome you!

The Marketing Department exists to tell OTG's story to new and current audiences, jumpstart positive relationships with the community, maintain integrity of the brand, promote the organization's events and programs, and advance its overall mission and goals. Marketing works to achieve the highest level of quality and organization in its messaging and daily tasks. This purpose is accomplished through strategic advertising, clear and authentic communication, and dynamic creative assets. As a department, Marketing lives and thrives in the details, utilizing strategic thinking and approaching challenges from multiple points of view. A close and collaborative team, Marketing constantly seeks one another's expertise and perspective, recognizing that while roles vary, each member of the group is vital to collective success.

The **Marketing Manager** supports the Marketing Department's responsibility of strategically communicating its programs and events to patrons utilizing the website and email communications. This position also uses these platforms to conduct periodic surveys and data collection to help inform future strategies and participates in customer service needs.

How You Will Contribute

Position Requirements

- Utilize data to strategically plan and execute ongoing email marketing campaigns and targeted email lists
- Manage the website, including event announcement and updates, homepage strategy, and embedded forms
- Collaborate with the website vendor and email platform provider to troubleshoot issues and manage system updates
- Manage email customer service needs and inquiries
- Conceptualize and execute customer feedback opportunities and customer surveys
- Collate, analyze, and share email and survey data to help inform future communication strategies
- Craft compelling, brand-centric copy for email and web messaging where needed
- Actively seek up-to-date knowledge on best practices, innovative strategies, and emerging platforms
- Cross-train in social media management to assist when needed
- Learn and reflect OTG's brand in all work
- Prepared to work nights and weekends as needed to fulfill responsibilities (infrequent to rare)

Department and Organization Participation

- Contribute to department and organizational goals as well as individual goals
- Assist as needed on all department duties as assigned

- Support the organization’s fundraising initiatives and assist as needed at fundraising events
- Contribute to the organization’s mission, vision, values, and commitment to equity

How You Stand Out

Preferred Experience and Education

- Comprehensive training in email marketing, website management, digital marketing, or equivalent professional experience
- Two years in digital marketing management for business or organization

Preferred Skills:

Technological Competencies

- Advanced proficiency with one or more email service providers, TM Engagement experience a plus
- Advanced proficiency with website content management systems, Umbraco experience a plus
- Understanding of HTML coding preferred
- Proficiency with Microsoft Office Suite

Professional Traits

- Creativity, energized by new challenges
- Initiative, driven to recognize and capitalize on opportunities to improve processes and increase results
- Highly advanced organizational skills: position manages many projects at various stages of completion at a time while still adhering to deadlines; organization is paramount for success in this role
- Communicates, primarily in type, clearly and accurately with grammatic aptitude
- Independent worker with successful time management and prioritization skills while also team-oriented
- Strategic thinking and problem-solving skills
- Fosters high regard for excellent customer service and positive interpersonal interactions
- Keen attention to detail and a skilled proof-reader, often catching errors that others might overlook
- Positivity, flexibility, and adaptability
- Comfortable working with a highly collaborative team and in a fast-paced environment
- Open to offering and receiving constructive feedback

How We Stand Out

Benefits and Perks

- 401(k) and 401(k) matching
- Health, dental, vision, and life insurance
- Paid time off
- Unlimited paid sick time
- Paid holidays
- Parental leave
- Parking provided
- Tuition reimbursement opportunities
- A diverse team of colleagues
- Volunteer and committee opportunities
- Tickets to select Orpheum and Halloran Centre events as available
- Campus located in the heart of downtown Memphis with a historic theatre and modern performing arts and education center

The Orpheum Theatre Group does not offer relocation assistance for this position.

Our Mission

The mission of the Orpheum Theatre Group is to enhance the communities we serve by utilizing the performing arts to entertain, educate and enlighten while preserving the historic Orpheum Theatre and the Halloran Centre for Performing Arts & Education.

Our Vision

The Orpheum Theatre Group will strive to be a world-class performing arts organization, serving as a cultural beacon and catalyst for positive change.

Our Values

- **Innovative:** The Orpheum Theatre Group takes risk and invests in new ideas.
- **Inclusive:** The Orpheum Theatre Group is welcoming and accepting to all.
- **Inspirational:** The Orpheum Theatre Group motivates positive change through the performing arts.
- **Integrity:** The Orpheum Theatre Group acts ethically and considers all viewpoints.
- **Impactful:** The Orpheum Theatre Group provides meaningful opportunity.
- **Transformative:** The Orpheum Theatre Group changes lives, Memphis, and the world.

Our Commitment to Equity, Diversity, and Inclusion

We are dedicated to equity, inclusion, and respect. We commit ourselves to listening to and elevating voices that have been systemically silenced.

The Orpheum Theatre Group is an Equal Opportunity/ Affirmative Action Employer, we will consider applicants for all positions without regard to race, color, religion, national origin or ancestry, sex, sexual orientation, age (40+), disability, veteran status, or any other legally protected status under local, state, or federal law.

Interested candidates should submit résumé and references, and, if applicable, sample emails and/or webpages created from a past project (digital format preferred) to hr@orpheum-memphis.com by August 6, 2021.