

# UNION COUNTY PERFORMING ARTS CENTER

**Job Title:** PR/Marketing Manager  
**Status:** Full-Time Salaried, Exempt  
**Department:** PR/Marketing  
**Reports To:** Executive Director

## SUMMARY

The PR/Marketing Manager is responsible for all PR/marketing efforts on behalf of both UCPAC venues, including show specific marketing as well as brand-building initiatives.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

- The PR/Marketing Manager will serve as the principle contact in marketing and press relations for UCPAC. This position works closely with every other department to help create promotional materials for all programming as well as theater rentals, membership and donor outreach efforts, and any educational programs as well.
- Lead and manage all strategic marketing strategies (ticket sales, audience development, etc.) as well as public relations efforts (manage earned media relationships).
- Oversee the UCPAC website, including editorial and visual improvements along with implementing SEO best practices.
- Oversee and execute media/advertising buys for UCPAC (digital, print, radio/TV, direct mail, etc.).
- Work with renters and artists to meet and/or exceed individual performance sales goals.
- Spearhead creative approaches to special promotions, including discounts, contests, and other incentivizing approaches with the specific goal of selling as many tickets as possible at the highest price possible.
- Supervise all design projects and any additional staff/interns.
- Works with designer to create a unified theme/brand for all UCPAC materials
- Provide input and expertise to box office to maximize ticket sales, and participate in data analysis and tracking efforts to determine effectiveness of various marketing efforts.
- Develop and produce marketing materials for fundraising initiatives.
- Oversee budget of the PR/marketing department.
- Other duties as assigned.

## QUALIFICATIONS

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties and responsibilities. A demonstrated ability to take initiative, follow directions and complete assigned tasks with a minimum of instruction and supervision is essential. Work hours and schedules vary each week, and you will be required to work occasional evenings and weekends.

## **EDUCATION and/or EXPERIENCE**

- Bachelor's degree with at least 6 years in progressively responsible and relevant experience required. Marketing experience in the performing arts is of course most helpful.
- Familiarity with demographic and marketing research information, knowledge of print, TV/radio, and online marketing (including social media) is essential.
- Experience in a supervisory capacity and proficiency with Microsoft Word, Excel and CRM or other database programs are preferred.

## **ABOUT UCPAC**

The Union County Performing Arts Center (UCPAC) is a 501(c)(3) nonprofit organization located in Rahway, NJ and serving both the community of Union County and the state of New Jersey. UCPAC provides quality programming and performances that strive to be educational, affordable, and enrich the arts within our diverse communities. With four performance spaces--the UCPAC Main Stage, Hamilton Stage, The Fazioli Room, and the Loft at UCPAC--we, as a whole, are dedicated to making Rahway, New Jersey a hub for the performing arts.

**SALARY/BENEFITS:** Salary range is \$45-\$50,000 and includes a competitive benefits and vacation package.

**TO APPLY:** Interested candidates should send a cover letter and resume in PDF format to [jobs@ucpac.org](mailto:jobs@ucpac.org). No phone calls or visits. Not all applicants will be contacted.

UCPAC is an Equal Opportunity Employer and does not discriminate on the basis of race, color, age, sex, religion, national origin, disability, marital status, or any other characteristic protected by law.