Web and Digital Marketing Manager (#3125)

Job Description

Department: Marketing and Communications
Classification: Digital Communications Specialist 3
Title Code: 7455U Exempt
Percentage of Time: 100%
Supervisor’s Title: Director of Marketing and Communications
Personnel Program: Personnel Policies for Staff Members (PPSM)

INTRODUCTION

Cal Performances is recruiting a career position of Web and Digital Marketing Manager.

Cal Performances is the performing arts presenting, commissioning and producing organization based at the University of California, Berkeley. The mission of Cal Performances is to produce and present performances of the highest artistic quality, enhanced by programs that explore compelling intersections of education and the performing arts. To learn more about Cal Performances, please visit http://calperformances.org/.

Under the direction of the Director of Marketing and Communications, the Web and Digital Marketing Manager is responsible for driving growth, revenue, and engagement across Cal Performances digital channels and initiatives, including the website, social media channels, and email. The position manages and reports all aspects of Cal Performances’ engagement efforts on these properties, encompassing both revenue generating strategies and audience development objectives. The position supports a broad range of programming and services of Cal Performances and works closely with all Cal Performances units as a collaborator on all digital initiatives.

RESPONSIBILITIES

Website Management
Management of Cal Performances’ website properties including:
- Management of content development and deployment, including content and upgrade projects related to Cal Performances’ TNEW e-commerce integrations.
- SEO and SEM strategies
- Management and implementation of mobile optimization strategies
- Management of Google tag manager and analytics development, tracking and reporting
- Analyzing and recommending website and e-commerce improvement strategies to enhance revenue generation, improve the customer online experience, and ensure effectiveness of brand awareness and mission driven initiatives
- Project management of all website enhancement initiatives, including initial scoping, RFP development, budgeting, and management of all programming development resources

Email Communications Management
- Strategizes, consults, schedules, and oversees execution of all email communications campaigns in support of all marketing, communications, and development initiatives.
- Oversees implementation and management of all marketing automation web/email campaigns
- Acts as gatekeeper for schedule of all emails deployed by Cal Performances.
- Monitors and reports on all metrics related to email campaigns, including effectiveness, opt outs, hard bounces and other issues related to email list management.
- Stays up to date on all best practices in email communications strategies and acts as subject matter expert for all campaigns.

Social Media Strategy and Management
Management of Cal Performances social media channels, including:
• Developing strategies to drive growth and increased engagement on all social media channels
• Oversee development and execution of social media content
• Keep up with industry trends and recommend new channel implementations and usage as necessary
• Collaborate with Cal Performances marketing and communication colleagues to identify and engage with online influencers
• Partner with units across Cal Performances to develop content and strategies to fully represent Cal Performances mission-driven activities

Supervision
• Manages activities and performance of Digital Content Associate, Email Production Coordinator, New Technology Coordinator, and various student assistants.

SKILLS, KNOWLEDGE, AND ABILITIES

Required Qualifications
• Experienced digital professional who has demonstrated prior experience in developing and managing digital strategies and programs for complex organizations with multiple audiences.

• Experience bridging the gap between marketing, communications and technology and the delivery of marketing and communications programs across multiple channels.

• Successful experience implementing major digital initiatives, including website design and an understanding of the full spectrum of digital activities, including content repurposing across multiple channels.

• Demonstrated expertise with Google analytics and other web site metric programs.

• Demonstrated excellent written communication skills; experienced digital copywriter across a wide variety of different marketing channels, but especially, email and social media content.

• B.A. degree (or equivalent experience).

• Working knowledge of HTML and HTML 5/Javascript/CSS, Photoshop, and other creative online applications.

• Experienced working with website content management systems

• Demonstrated strong project management skills in order to meet multiple deadlines; strong analytical, organizational, and time management skills, as well as excellent interpersonal skills.

• Ability to respond and perform in a favorable, flexible and supportive manner to short lead-time projects covering a broad range of digital tasks for the organization.

• Ability to exercise sound judgment, decision making, and problem solving skills, while also communicating the need for further clarity or direction.

• Must be capable of working independently within a fast-paced, dynamic, team-oriented environment.

Preferred Qualifications
• Experience in managing comprehensive digital campaigns for local or national arts organizations

• Experience working with Tessitura CRM Software, including TNEW e-commerce integration
• Strong appreciation and knowledge of music, dance, and theatre

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DIRECTIONS:
1. Select the link to access our careers site.
2. Sign In to access your account or if you are not an existing user select the New User link to create one.
3. Review the job description and select the Apply button to begin your application.

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