

Associate Director of Marketing Job Description

Department: Marketing & Communications
Classification: Marketing Specialist 4
Title Code: 7555U Exempt
Percent Time: 100%
Supervisor's Title: Director of Marketing
Personnel Program: Personnel Policies for Staff Members (PPSM)

Introduction

Under the direction of the Director of Marketing, the Associate Director of Marketing (ADM) is responsible for conceiving, planning, and executing marketing strategies designed to achieve subscription and single ticket earned revenue goals for Cal Performances, including prospecting campaigns to audience growth targets, to campus communities and Bay Area non-attendees. The ADM manages all paid advertising campaigns, including traditional media, programmatic, meta, Search, direct mail, email, and non-paid promotional partnerships and CRM targeting. The ADM supports the Director of Marketing in pricing strategies and monitors, tracks, and evaluates sales and pricing tactics. The ADM manages the creation of all marketing assets, including direct mail, print, paid digital ads, and radio; and supports the Director of Marketing in developing and implementing the creative direction for the annual season announcement and subscription campaign launch.

Responsibilities

40% Management of Marketing Advertising Campaigns

- Under the direction of the Director of Marketing, manages event budgets to determine appropriate media buys for individual events, subscription, and promotional campaigns. Researches and places all paid and trade advertising, including digital (programmatic, meta, Search and others), radio, print, out-of-home, TV, etc., negotiating for maximum benefit. Oversees strategic promotional ticket giveaways and other promotional activities to complement media buys.
- Develops and manages marketing plans for annual subscription campaign(s); approximately 60 distinct events each season (across five venues); prospecting campaigns; annual winter sale campaign (and other large promotional campaigns); awareness campaigns; and other campaigns as deemed necessary.
- Develops CRM segmentation for digital and direct mail campaigns
- Collaborates with email team on overall strategy, creative direction, content, targeting, and segmentation.
- Works closely with the Director of Marketing in the development of pricing strategies, including subscription, single ticket, dynamic, student, and promotional.
- Tracks expense and earned revenue budgets.
- Develops and manages the production schedule for advertising campaigns and individual event marketing plans. Trafficks job orders with the designers, manages all appropriate University and Cal Performances requisition paperwork; copywriting for print, radio, and digital ads; proofreading and editing; and delivery of creative to publisher or vendor, ensuring that all deadlines are met at each phase of production.
- Responsible for securing media sponsors and community partners. Conceives, pitches, negotiates, and drafts final agreements, ensuring maximum benefit for organization and ensures Cal Performances' delivery of benefits according to the terms of agreements.
- Tracks, analyzes, and reports on advertising results, including conversion tracking for various audience segments, including new-to-file, subscriptions, repeat attendance, student, etc., and makes recommendations for future media buys based on learnings.
- Tracks and reports on on-sales, sales and promotions, and other earned revenue strategies.
- Stays current on latest advertising strategies and technologies and makes recommendations as appropriate.

20% Creative and Brand Adherence

- Supports the Director of Marketing in developing the creative direction for the organization's annual season launch, including oversight of the design and production of subscription campaign materials.
- Serves as team leader for the marketing group to establish and coordinate the creative content for marketing materials, including serving as point person for the team in initial contact with agents and artists.
- Works with copywriter to establish overall event copy, content focus, and strategies for all event marketing, including traditional advertising (print, radio, television), digital advertising, email communications, web, and promotional signage.

- Strategizes and directs usage of creative assets for subscription and individual event campaigns, including photos, video clips, quotes, branding assets, etc.
- Oversees all marketing and organizational materials for consistency and brand adherence. Proofs and edits all materials, including all advertising, web, and email content.
- Serves as branding ambassador and resource to other Cal Performances departments in limited capacity in the development of unique campaign materials.

20% Student and Campus Outreach

- Works in collaboration with the Directors of Marketing and Communications on strategies for marketing to students and the campus community.
- Executes and manages student-specific paid and grassroots marketing campaigns.
- Manages student outreach activities, including Cal Day, Caltopia, Student Receptions, etc.

15% Supervision

- This position manages several positions, including students, staff, and contractors.

5% Other

Supports the Directors of Marketing and Communications with long term planning and strategic goals.

Skills, Knowledge, & Abilities

Required Qualifications

- This is a hybrid position; candidates for this position must reside in the Bay Area
- Demonstrated experience in developing and executing comprehensive marketing plans; must have strong media buying skills
- Demonstrated experience working within a team and leading internal and external teams
- Knowledge and experience in best practices in print, digital, radio, and video content creation
- Demonstrated experience and superior analytical, budget management, and reporting skills
- Demonstrated exceptional project management skills, including experience managing direct mail collateral, from conception through mailing
- Excellent writing and editing skills, including copywriting for print, digital, and radio
- Must have a strong visual aesthetic and professional experience in design, including knowledge and understanding of graphic design (process, color, typography, and layout). Demonstrated ability to formulate creative direction for graphic designers across a wide variety of marketing channels, project scopes and sizes
- Experience in delegating projects and tasks and providing effective follow-up
- Demonstrated ability to work under pressure and perform multiple tasks under tight deadlines
- Must be meticulous and detail-oriented with all work
- Must have strong negotiation skills and proven ability to work with a variety of vendors and contractors
- Proficient in Google Sheets and Docs; Excel and Word; Adobe Photoshop, Acrobat, and Premiere
- Demonstrated knowledge and experience with digital advertising strategies
- The successful candidate will have a love for and understanding of the performing and visual arts, in all genres and forms
- High capacity for working in a fast-paced, ever-changing environment with an ability to quickly and efficiently adapt to new information and/or changing priorities
- Resourceful and eager to learn new systems, processes, and technologies

Preferred Qualifications

- 10 years arts marketing management or related experience
- 5 years experience with programmatic, meta, and Search paid advertising strategy and execution
- Demonstrated experience with Tessitura Ticketing and Tessitura Analytics, JCA's Revenue Management Application (Vivian)
- Experience working within a large campus environment

The budgeted salary range that the University reasonably anticipates to pay for this position is \$98,600 - \$120,000