

Job Title:	Marketing Manager
Reports To:	Director of Marketing & Community Engagement

PURPOSE OF THE JOB:

Kauffman Center for the Performing Arts is seeking a detail-oriented, results-driven Marketing Manager. Located in the Crossroads district, the Kauffman Center is a world-class performing arts venue with two concert halls. Our vision is to enrich the lives of everyone in the community through extraordinary and diverse performing arts experiences.

This position is responsible for the marketing activities for all *Kauffman Center Presents* series, assisting with all brand marketing activities. In addition, this role develops and enhances mutually beneficial in-kind partnerships with external partners. With a focus on program marketing, communications, social media, brand marketing and sales objectives, this position supports communications and marketing needs for internal and external collaboration, cross functional team building and analysis of existing and innovative marketing strategies.

This position must work effectively within the internal Kauffman Center team to accomplish established organizational and departmental objectives. This visible role leads by example and is a positive and highly professional representative of the Kauffman Center.

ESSENTIAL JOB FUNCTIONS

1. Outbound marketing for the *Kauffman Center Presents* series, Kauffman Center’s The Dining Experience and additional Kauffman Center owned programming: (60%)
 - Drive ticket sales: Analyze the programming schedule and develop and manage the marketing plan(s) to achieve ticket sales goals through media buying, social media, partnerships and other marketing activities.
 - Project manage multiple clients and contractors to coordinate timelines, logistics, task distribution and deadlines.
 - Develop and manage (e.g., design, plan, execute, measure, debrief) marketing messages including on-sale communication, pre-performance and post-performance.
 - Budget and adhere to the annual budget, ensuring consistency and integrity of messaging and measurement/outcome of effectiveness.

2. Communications Support and Organizational Messaging (20%)

- Be a resource for marketing needs cross-departmentally through the following:
 - Work with team to create content for *Kauffman Center Presents* and Kauffman Center initiatives including copy writing, emails and social media.
 - Integration of branding standards and Kauffman Center messaging in cross-department marketing assets.
 - Develop strategy for integration of marketing initiatives tied to sponsor benefits and website and social media content.
 - Edit and develop copy to align with organization priorities, programming and experiences.
 - Work with the team to develop new initiatives to promote other departments and programming. (e.g. regular volunteer highlight, promoting special events, etc.)

3. Community Partnerships and Other Duties: (20%)

- Develop, and retain in-kind media partnerships to support the Kauffman Center's programming activity. Work with internal staff on execution of benefits/trades.
- Manage intern tasks and projects in conjunction with marketing department.
- Represent the Kauffman Center brand at various engagements with community and other arts organizations.
- Seek out best practices from within and beyond the arts industry and provide suggestions/ideas to further investigate for feasibility of implementation.
- Analyze marketplace/gather consumer insights to help drive input into various client enrichments to drive new guests to the Kauffman Center.
- Work cross-functionally (partnering with internal staff) on various client experience projects; assist and, at times, lead in various levels of the design, plan, execution and debrief.
- Work on multiple, simultaneous projects with varying deadlines and perform other duties as assigned.

ESSENTIAL SKILLS AND ABILITIES

Minimum Qualifications

- College degree in marketing, communications, media relations, journalism and/or the equivalent of related experience.

- Three to five years related experience in marketing, communications sales and social media.
- Able to work independently, multi-task effectively and drive results.
- Excellent written and strong verbal communication skills
- Demonstrated ability to work collaboratively, proactively and professionally – internally / externally.
- Proficiency in Microsoft Office suite applications

Preferred Qualifications

- Previous management experience and ability to coach and develop talent
- Previous experience in the performing arts industry
- HTML and/or Adobe experience
- Tessitura CRM database experience
- Experience with WordPress dashboard, WordFly email system and social media tools.

ORGANIZATIONAL VALUES

Adheres to and promotes organizational values: (see below)

ORGANIZATIONAL VALUES			
Own it, get it solved	Aim for excellence	Be enthusiastic	Act with respect
<ul style="list-style-type: none"> ▪ Integrity ▪ Honest communication ▪ Transparency ▪ Trustworthy ▪ Responsible 	<ul style="list-style-type: none"> ▪ Striving to improve or meet a standard of excellence ▪ Motivated 	<ul style="list-style-type: none"> ▪ Flexible ▪ Fun ▪ Embraces new ideas 	<ul style="list-style-type: none"> ▪ Service ▪ Considerate of others ▪ Treat others with dignity and care ▪ Work toward shared goals

The Kauffman Center for the Performing Arts seeks a diverse talent pool affording equal opportunity to all candidates without regard to race, color, age, religion, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Please send a cover letter with salary requirements, a resume, 2 writing samples and the names of three professional references to hr@kauffmancenter.org. Incomplete applications will not be considered.

- Excellent Benefits (Medical, Dental, Vision, FSA, HRA, Disability Insurance, EAP & more)
- 401K Retirement Plan with Employer Match
- Paid Vacation, PTO, Holidays and Discretionary Days
- Paid Parental Leave
- Tuition Reimbursement

INTENT AND FUNCTION OF JOB DESCRIPTIONS

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well-constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all-inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.