



# HAWAII THEATRE CENTER

## OFFICIAL JOB DESCRIPTION AND DUTIES

**Position:** Marketing Manager

**Department:** MarCom

**Reports to:** Director of Marketing and Communications

**Type:** Full-Time Salary

### POSITION OVERVIEW

The Marketing Manager provides the highest level of professionalism and is dedicated to upholding the mission of the Hawaii Theatre Center ensuring a seamless and enjoyable experience for patrons. This position creates comprehensive marketing plans for each show or event, outlining promotional tactics, target audiences and key messaging. In addition, this individual will collaborate with the programming team to understand show objectives, target demographics, and marketing priorities. This position reports to the Director of Marketing and Communications and works closely with Administrative Office, Development Team, Box Office and Stage and Back of House/Production to ensure shows and events are in sync.

### Essential Duties and Responsibilities

- **CREATE PROMOTIONAL MATERIALS:**
  - Design and produce promotional materials such as Posters, Flyers, Online Programs, Digital ads and Social Media ads/materials.
  - Ensure that all promotional materials adhere to brand guidelines and effectively communicate the show's value proposition.
- **CREATE DIGITAL MARKETING CAMPAIGNS:**
  - Plan and execute digital marketing campaigns across various channels, including social media, email marketing, search engine marketing, and display advertising.
  - Monitor campaign performance
  - Analyze metrics and optimize strategies to maximize reach and engagement.
- **CONTENT CREATION:**
  - Write compelling copy for promotional materials, advertisements, press releases, website content, and social media posts.
  - Develop engaging content such as videos, blog posts, interviews, and behind-the-scenes features to generate excitement and interest in shows.
- **PUBLIC RELATIONS:**
  - Cultivate relationships with media contacts, journalist, bloggers, influencers, and community partners to secure coverage and endorsements for shows.
  - Draft press releases, media pitches, and media kits to distribute to relevant outlets and influencers.

- **EVENT MARKETING:**
  - Coordinate marketing efforts to promote events, including ticket sales, special offers and VIP experiences.
  - Collaborate with the box office team to ensure seamless ticketing processes and efficient customer service.
- **CROSS-DEPARTMENTAL COLLABORATION:**
  - Liaise with other departments including, programming, box office, front of house, and development to coordinate marketing efforts and ensure consistent messaging.
  - Attend cross-departmental meetings to align marketing strategies with organizational goals and priorities.
- **AUDIENCE ENGAGEMENT:**
  - Develop strategies to engage with the theatre's audience, foster loyalty, and build relationships through email marketing, social media engagement, and community outreach initiatives.
  - Monitor audience feedback and sentiment to identify trends, preferences, and opportunities for improvement.
- **STAFF MANAGEMENT:**
  - Recruit, train, and supervise marketing team members, including graphic designers, content creators, and marketing coordinators.
  - Delegate tasks, provide feedback, and facilitate professional development opportunities to enhance team performance and productivity.
    - Hold 1:1 weekly with each MarCom staff member.
      - Work Progress: Review ongoing projects and discuss any challenges.
      - Goals and Feedback: Set objectives, provide feedback, and discuss performance.
      - Training and Development: Identify training needs and growth opportunities.
      - Communication: Address any communication issues or collaboration opportunities.
      - Well-being: Check on personal well-being and work-life balance.
      - Career
      - Growth: Discuss career aspirations and advancement opportunities.
      - Recognition: Recognize achievements and provide positive reinforcement.
- **BUDGET MANAGEMENT:**
  - Management marketing budget for individual shows and events, allocating funds effectively to maximize ROI and achieve marketing objectives.
  - Track expenses, reconcile invoices and provide regular budget reports to senior management.
- **PERFORMANCE ANALYSIS AND REPORTING:**
  - Monitor and analyze marketing campaign performance, ticket sales data, audience demographics, and other relevant metrics.

- Prepare regular reports and presentations to evaluate the effectiveness of marketing efforts, identify areas for improvement, and make data-driven recommendations for future strategies.

## **QUALIFICATIONS AND REQUIREMENTS**

- Bachelor's Degree preferred
- Minimum of 2 years experience as a manager or assistant manager in marketing or communications preferred.
- Effective verbal and written communication skills are preferred.
- Knowledge of design programs and software tools (Photoshop, Illustrator, InDesign, Canva, Adobe Premiere Pro)
- Knowledge of Social Media Platforms (IG, Tik Tok, Facebook, Twitter (X), LinkedIn and YouTube) and scheduling tool (Hootsuite)
- Basic knowledge of computer software tools (MS Word, Excel / Google Docs, Sheets)
- Knowledge of Salesforce or other CRM platforms is highly preferred
- Basic budget and accounting skills
- Must be able to show or demonstrate a high level of organization
- Ability to demonstrate critical thinking and prioritization skills under pressure in a fast-paced environment.
- Reliable and dependable
- Valid Bartender Liquor Commission Card (Hawaii)
- Valid Food Handler's permit
- Must have a dependable mode of transportation and a valid driver's license in the state of Hawaii.
- Must be able to stand and/or walk for long periods
- Must be able to lift 25 pounds

**Compensation:** \$55k annually + benefits

### **Disclaimer**

The information presented indicates the general nature and level of work expected of employees in this classification. It is not designed to contain or to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job.

The Hawaii Theatre Center is an equal employment opportunity employer.