



## DIGITAL MARKETING & SOCIAL MEDIA MANAGER – JOB DESCRIPTION (FULL-TIME)

### OVERVIEW:

Reporting to the Executive Director and Director of Development, the Digital Marketing and Social Media Manager's role is responsible for developing and executing overall strategy for social media and digital marketing efforts for the Prince Music Theater. It is an opportunity for the right individual to have an impact on the brand through progressive marketing strategies across all digital media. This person will be responsible for targeting customers through the use of social media, as well as select online media opportunities, maintaining the Prince website and online branding and establishing strategic digital partnerships for both the brand and specific events including, but not limited to, theater runs, concerts, comedy shows, cabaret and more.

The Digital Marketing and Social Media Manager will initiate search engine marketing (SEM) and pay per click (PPC) strategies to execute marketing plans and achieve ticket sale goals. Knowledge of search engine optimization (SEO) techniques will also be helpful as well as identifying new avenues and opportunities for online marketing. Good verbal and written communication skills are required.

### ESSENTIAL DUTIES/RESPONSIBILITIES: (including, but not limited to)

- Create and maintain all web listings and E Blast correspondences for programming, education and development departments.
- Track and monitor the success of online initiatives and report them to key staff members.
- Support Marketing and Advertising consultants in executing marketing plans and promotions.
- Identify and report on digital and social media trends.
- Maintain institutional marketing campaign press as well as monitor and maintain all digital media outlets.
- Assist in creating marketing settlements for each event.
- Stay current on all social media developments and best practices.
- Basic graphic design work.

### JOB REQUIREMENTS:

- Social Media, Interactive, Web and Public Relations skills.
- Superior knowledge of web platforms such as WordPress or Drupal.
- Strong knowledge of HTML and PHP.
- Knowledge of online technology, particularly including blogs, social networks, virtual worlds, wiki's, mobile and other emerging trends- including but not limited to Facebook, Twitter, Foursquare, Instagram and Pinterest
- Superior knowledge of Social Media landscapes, networks, toolsets
- Strong communication, research, presentation and creative skills.
- Passion for new media that will be infectious among colleagues, guests and the entertainment industry.
- Knowledge of Adobe Creative Suite, especially Photoshop.
- Full knowledge of MS Office required including Excel, Powerpoint, Word.
- Must be creative and be able to think outside of the box.
- Bachelor's degree is required

COMPENSATION: High 30's – Low 40's Commensurate with Experience.

### TO APPLY:

Send resume and cover letters to James Hines, Executive Director at [jhines@princemusictheater.org](mailto:jhines@princemusictheater.org) with "Digital Marketing Manager" in the subject line. NO PHONE CALLS PLEASE.

### Prince Music Theater

1412 Chestnut Street, Philadelphia, PA 19102

[www.princemusictheater.org](http://www.princemusictheater.org)