

DAYTON PERFORMING ARTS ALLIANCE



MARKETING COORDINATOR

Reports To: Vice President of Marketing & Audience Development

Status: Year-round, Full-time, Onsite

ABOUT DAYTON PERFORMING ARTS ALLIANCE

The Dayton Performing Arts Alliance (DPAA) was formed in July 2012 as the result of a groundbreaking and innovative merger between the Dayton Ballet, the Dayton Opera, and the Dayton Philharmonic Orchestra. Today, the DPAA is the largest performing arts organization in the greater Dayton community with a mission to be the community's indispensable source for innovative experiences in ballet, opera, and orchestral music.

Our driving purpose is to inspire as many people as possible to fall in love with the classical performing arts. Ten years after the merger, we are completing the journey of becoming a single, integrated organization working together toward that shared, foundational purpose. We believe that the arts are for everyone, and we strive to put that into practice in everything we do. Inclusion, diversity, equity, and access are central to our journey as an organization, and we seek new colleagues who, whatever their responsibilities, can help us make progress on that mission with commitment and authenticity. Learn more about DPAA at daytonperformingarts.org.

POSITION SUMMARY

The Marketing Coordinator plays a vital role within the Dayton Performing Arts Alliance Marketing team. In addition to helping to shape strategic initiatives, the Coordinator is chiefly responsible for managing content and communications. The Coordinator works 9am–5pm throughout the week, but given the nature of the performing arts, evening weekend shifts are frequent and required. Nevertheless, all DPAA employees are afforded flexible comp time and the option for occasional remote work.

Who you are:

Organized, detail-oriented, and strategically minded, you're a jack of all trades who is well versed in telling a compelling story through social media, email marketing, photo and video, and other channels. You're tech savvy and a lifelong learner who isn't afraid to try new approaches.

Who we are:

We're a vibrant and creative marketing team consisting of a Vice President of Marketing & Audience Development, Marketing & Patron Acquisition Manager, and an Engagement & Patron Services Manager. Together, we share our passion for the arts and help shape the way in which our community perceives and interacts with our offerings.

What we'll achieve together:

You'll help us to achieve a greater impact in our community as we actively demonstrate that all are welcomed and invited to participate in the arts. Together, we'll work to raise the profile of the organization, meet sales goals, and ensure that the arts continue to thrive in Dayton, Ohio.

DAYTON PERFORMING ARTS ALLIANCE

126 North Main Street, Suite 210, Dayton, OH 45402 **PHONE:** 937-224-3521 **FAX:** 937-223-9189

www.daytonperformingarts.org

DUTIES AND RESPONSIBILITIES

Strategy

- Play an active role in developing compelling marketing and communications strategies to grow audiences and brand affinity
- Lead the execution of the communications plan

Content & Media

- Manage all email marketing, including pre-show and post-show communications
- Manage organic social media across the organization's 12 platforms, including planning, and content creation
- Write copy, generate graphics, capture content at events, and collaborate with artists and the DPAA artistic team to create content
- Manage DPAA's photo and video assets, including the planning of professional videography and photography
- Hire and oversee photo and video vendors
- Produce professional videos in-house for organic social, paid social, and broadcast
- Manage the DPAA website and carry out updates and maintenance
- Produce the printed and digital programs for each performance
- Manage and produce corporate stationery

General Marketing Support

- Assist with list management and segmentation
- Manage the implementation, collection, and distillation of audience surveys
- Assist with special events and community outreach
- Assist with Front-of-House set up, including the preparation of digital displays, placing marketing collateral, and enhancing the patron experience
- Be a representative of DPAA at performances and assist with ticketing and other front-of-house needs

QUALIFICATIONS

- Ideal candidates will have a bachelor's degree in Marketing, Communications, Arts Management, or an equivalent combination of education and experience.
- Experience in marketing, social media management, and content planning / production is paramount.
- Technical proficiency in the following programs is preferred:
 - Customer Relationship Management Platforms: Particularly Tessitura
 - Adobe Creative Suite: InDesign, Photoshop, and Premiere
 - Microsoft Office Suite: Primarily Excel, Outlook, and Teams
 - Social Media Management Platforms: Particularly Sprout Social
 - Email Marketing Platforms: Active Campaign, Prospect2, Mailchimp, etc.
 - Content Management Systems: Specifically WordPress
- Outstanding interpersonal, verbal, and written communication skills are required.
- Candidates must have the ability to regularly work evenings and weekends throughout the performance season.
- A love for the performing arts is mandatory!

COMPENSATION

- Starting at \$40,000 per year; negotiable based on experience
- A 403(b) plan with match of up to 4%
- Dental, vision, and health Insurance
- Paid time off

TO APPLY

To apply, please submit a letter and resume detailing your interest and qualifications by email to **blaughlin@daytonperformingarts.org**. We will only contact those candidates whom we consider for the role. No phone calls, please.

In accordance with applicable federal, state, and local laws, the DPAA is committed to a policy of nondiscrimination and equal employment opportunity. All employment decisions will be made without regard to race, color, gender, religion, sexual orientation, national origin, ancestry, age, pregnancy, marital status, political affiliation, veteran status, or non-job-related handicap, or any other protected characteristic. This applies to all areas of employment, including but not limited to recruitment, selection, promotion, compensation, and termination.

Rev. 251027