

DAYTON PERFORMING ARTS ALLIANCE



MARKETING CAMPAIGNS MANAGER

Reports To: Vice President of Marketing & Audience Development

Status: Non-exempt, Year-round, Full-time, Onsite (with opportunities for remote work)

ABOUT DAYTON PERFORMING ARTS ALLIANCE

The Dayton Performing Arts Alliance (DPAA) is one of the nation's most distinctive performing arts organizations, uniting the Dayton Ballet, Dayton Opera, and Dayton Philharmonic Orchestra under one artistic and administrative vision. This integrated model creates unique opportunities for extraordinary collaboration and innovative programming that can't be found elsewhere.

As the largest performing arts organization in the greater Dayton region, DPAA presents world-class ballet, opera, and orchestral performances while inspiring audiences through education, community engagement, and artistic excellence. Our mission is to be our community's indispensable source for transformative performing arts experiences, connecting people through performances that entertain, challenge, and inspire.

We believe the arts are for everyone. Our commitment to inclusion, accessibility, and belonging shapes everything we do—from the artists we present to the audiences we welcome. No matter your role, you'll join a collaborative team dedicated to ensuring the performing arts continue to thrive in Dayton. Learn more about DPAA at daytonperformingarts.org.

POSITION SUMMARY

The Marketing Campaigns Manager develops, produces, and executes integrated marketing campaigns that drive ticket sales and audience growth for the Dayton Performing Arts Alliance.

Working within the strategic direction established by the Vice President of Marketing & Audience Development, this position manages campaigns from concept through execution and evaluation—identifying target audiences, developing messaging and promotional strategies, producing campaign assets, coordinating media placements, and monitoring performance to make data-informed adjustments.

The ideal candidate is both a strategic thinker and a hands-on marketer who can move comfortably between campaign planning and execution. They can develop compelling advertising copy, coordinate the production of digital and print creative, write radio and video scripts, manage paid media, and use campaign data to continually improve results.

WHO YOU ARE

You're a strategic, creative, and hands-on marketer who enjoys taking an idea from concept to execution. You know how to turn a marketing objective into a compelling campaign, and you're equally comfortable developing the plan, creating the materials, coordinating the details, and watching the results. You pay attention to audience behavior, sales performance, and industry

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trends, and you're willing to adjust your approach when the data tells you something isn't working. You're an excellent writer and communicator, highly organized, and comfortable managing multiple campaigns and deadlines simultaneously. Most importantly, you're a self-starter who takes ownership. You can work independently, collaborate across departments, and figure out what needs to happen next.

WHAT YOU'LL OWN

- Integrated marketing campaigns
- Campaign creative and messaging
- Paid media and audience targeting
- Campaign budgets and timelines
- Performance monitoring and optimization

WHAT YOU'LL BRING

Required Qualifications:

- 3+ years of marketing, campaign management, or related experience
- Demonstrated experience developing and executing multi-channel marketing campaigns
- Strong writing, messaging, and creative development skills
- Experience managing paid digital advertising, including platforms such as Meta Ads Manager and Google Ads
- Experience working with customer relationship management (CRM) platforms; experience with Tessitura strongly preferred
- Proficiency with Adobe Creative Suite, particularly InDesign, Photoshop, and Premiere Pro
- Ability to analyze campaign performance and make data-informed recommendations
- Strong project management and organizational skills, with the ability to manage multiple campaigns and deadlines simultaneously
- Excellent verbal and written communication skills

Preferred Qualifications:

- Experience with Google Analytics / GA4
- Experience with video production and development of video advertising
- Experience with traditional media buying, including print, radio, broadcast, outdoor, or direct mail
- Experience working in the performing arts, nonprofit, or entertainment industries

WHAT YOU'LL DO

Campaign Strategy & Execution

- Develop and execute integrated marketing campaigns for single ticket sales, subscriptions, and special initiatives
- Translate marketing objectives into campaign strategies, timelines, target audiences, messaging, promotional offers, and media plans
- Manage campaigns from concept through launch, monitoring sales and performance, and making adjustments as needed.
- Coordinate campaign schedules, assets, approvals, and deliverables across internal teams and external partners

Creative Development & Production

- Develop compelling campaign concepts, messaging, and calls to action that motivate audiences to purchase
- Develop and produce advertising materials, including digital and print ads, radio scripts, video scripts, promotional copy, and other campaign assets
- Coordinate the production of photo, video, graphic, and other creative assets, working with internal and external resources as appropriate
- Ensure campaign creative is accurate, compelling, on-brand, and tailored to the intended audience and channel

Paid Media & Acquisition

- Develop and manage paid media plans across digital, social, print, radio, outdoor, direct mail, and other relevant channels
- Identify and target prospective, lapsed, and infrequent purchasers through appropriate media and audience strategies
- Manage media budgets, placements, schedules, and vendor relationships
- Coordinate media trades and negotiate placements when appropriate

Performance & Optimization

- Monitor ticket sales, campaign performance, media spend, and return on investment
- Analyze results and make data-informed recommendations to improve creative, messaging, targeting, media mix, timing, and budget allocation
- Prepare campaign reports and communicate results, insights, and recommendations to the Vice President of Marketing & Audience Development

Cross-Department Collaboration

- Partner with the Vice President to translate organizational and marketing strategies into actionable campaigns
- Collaborate with Communications, Public Relations, Audience Engagement & Experience, Box Office, Development, and Artistic teams to ensure campaigns are coordinated and aligned with organizational goals
- Maintain strong working relationships with media partners, vendors, freelancers, and other external partners

WORK CONDITIONS

The Manager 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.

COMPENSATION & BENEFITS

- Starting at \$50,000 per year; negotiable based on experience
- 403(b)
- Health, Dental, and Vision Insurance
- Paid Time Off

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.

Updated August 2026.

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