



Job Description

Marketing Manager

Description:

The Marketing Manager plays a key role advancing the mission of the Wortham Center for the Performing Arts (WCPA) by managing integrated marketing campaigns to increase ticket sales, deepen audience engagement, and enhance the organization's visibility.

Wortham Center for the Performing Arts is in the heart of vibrant downtown Asheville, N.C. and is active year-round. Wortham Center includes the 500-seat **Diana Wortham Theatre**, which opened in 1992, along with the 100-seat **Tina McGuire Theatre** and the mixed-use **Henry LaBrun Studio** which both opened in September 2019, providing increased opportunities to expand Wortham's impact in the community.

Wortham Center presents a series of critically acclaimed touring artists, a robust education program for all ages, and is the home venue for more than 40 local organizations as well as being used by commercial promoters and civic organizations. The organization continues to expand programming and services for the benefit of residents and visitors to Western North Carolina.

Responsibilities:

Reporting to the Marketing Director, the Marketing Manager focuses on managing digital marketing efforts, implementing multi-channel marketing campaigns, and coordinating promotional materials to ensure effective audience outreach and brand consistency through:

Digital Marketing & Social Media

- Manage email marketing campaigns, including audience segmentation, performance tracking, and content creation.
- Oversee and update the Wortham Center website, ensuring content is accurate, accessible, and optimized for SEO.
- Develop and execute social media campaigns to increase engagement and reach.
- Lead the execution of paid digital campaigns, including search and social media, monitoring and optimizing performance, while collaborating closely with external partners for specialized support.
- Track and analyze marketing performance data with the Marketing Director and make adjustments to improve ROI and audience engagement.

Marketing & Communications

- Execute multi-channel marketing campaigns to support ticket sales, audience development, and brand awareness.
- Coordinate the creation of marketing materials including brochures, playbills, posters, and digital assets.

- Write copy and proofread marketing content including performance copy, emails, website updates, blogs, and other promotional materials.
- Support media outreach efforts, including trade partnerships and the distribution of media releases.
- Ensure brand consistency across all promotional materials and communications.

Audience Development & Sales Support

- With the Marketing Director, develop targeted marketing efforts to attract new and diverse audiences.
- Track ticket sales trends and work with the Box Office and Development team to optimize sales strategies.
- Promote audience engagement initiatives including special promotions, partnerships, and outreach efforts.
- Oversee current and solicit new playbill advertisers to meet and exceed revenue goals.
- Support cross-promotional opportunities with local business and arts organizations.

Administrative & Cross-Departmental Support

- Provide general administrative support for marketing efforts including the printing and distribution of marketing materials and playbills, processing invoices, and tracking expenses.
- Support the Development and Education teams with marketing needs for fundraising and community programs.
- Attend Wortham Center events as needed, including occasional evenings and weekends.
- Maintain and organize marketing databases including media contacts and patron segmentation.
- Prepare sales reports and marketing performance summaries.

Qualifications

- Minimum bachelor's degree in marketing, business, or a related field from an accredited college or university.
- Two or more years of related work experience in marketing, preferably in a performing arts, nonprofit, or cultural organization.
- A passion for the performing arts and the ability to be conversant in one or more art forms.
- Experience with digital marketing strategies including social media, email marketing, SEO, and digital advertising.
- Proficiency in using analytics platforms such as Google Analytics to track and interpret campaign performance and user behavior.
- Excellent communication, interpersonal, and writing and editing skills.
- Curiosity, energy, enthusiasm, and a desire to seek further knowledge and professional growth.
- Proven ability to manage and prioritize competing responsibilities.
- Solid analytical and problem-solving skills, with the ability to work independently.
- Experience with Microsoft Office, Adobe Creative Suite, WordPress, and iContact or similar.
- Ticketing and CRM systems experience is preferred but not required.

Special Considerations

- Will often be required to walk, stand, sit, and lift up to twenty-five pounds.
- Requires a valid North Carolina Driver's License and clean driving record.
- Ability to work with minors.
- Variable hours with night and weekend work required, based on project and performance schedules.
- Periods of high volume/workload may be required.

The target start date for this position is May 15, 2025. Wortham Center for the Performing Arts offers a competitive salary contingent on experience and qualifications, and excellent benefits such as health, dental, life insurance, Flexible Spending Account, parking, and a generous paid time off policy. The Marketing Manager is an in-person, full-time exempt position.

Wortham Center is a nonprofit organization that operates in Fiscal Year 25 with a \$2.2M budget, with 76% earned revenue and 24% contributed revenue. The organization employs 15 full-time and 45 part-time employees, as well as 100 volunteers, and operates with a 14-member board of directors.

The intent of this job description is to provide a representative summary of the types of duties and responsibilities that will be required of the position given this title and shall not be construed as a declaration of the specific duties and responsibilities of any particular position. Employees may be requested to perform job-related tasks other than those specifically presented in this description.

Application

Submit a cover letter and current resume as one document to marsha@worthamarts.org by April 22, 2025. Please use "Marketing Manager" as the subject line. No calls or drop-ins.

The successful candidate for this position will be subject to a comprehensive pre-employment background check, including but not limited to social security verification, education verification, national criminal background checks, motor vehicle checks, PATCH, FBI fingerprinting, Child Abuse Clearance and credit history based upon the requirements of the position.

WCPA is an equal opportunity employer and does not discriminate based on race, color, marital status, religion, gender, gender expression, age, sexual orientation, veteran status, national origin, genetic information or physical or mental disabilities that do not hinder performance of essential job tasks.

WCPA is committed to recruiting, supporting, and fostering an equitable, diverse, and inclusive community of outstanding staff members and volunteers. Those who share this goal are encouraged to apply.