



The Marketing Manager helps increase public awareness and attendance of Broward Center (PACA) performances and institutional programs through the development and implementation of effective marketing, advertising and promotional activity, internal resources, key community partners and vendors.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Develop comprehensive marketing campaigns for assigned events in a timely manner within a predetermined budget to maximize ticket sales or other organizational objectives.
- Integrate and execute marketing plans, including but not limited to digital advertising, social media, radio, TV, print and outdoor advertising opportunities that increase awareness and drive ticket sales.
- Suggest pricing and special promotions for subscriptions, single tickets and special promotional packages, including implementation of dynamic pricing campaigns for assigned series and events.
- Work with Public Relations Agency to determine most effective use of advertising and promotional budgets to drive exposure through mass media, both paid and promotional.
- Work with co-promotion companies and artist representatives on planning and securing materials and artist experiences.
- Prepare marketing expenses and documentation for settlement procedure.
- Formulate, monitor and report key performance metrics and progress against goals.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Demonstrated knowledge of marketing disciplines, including digital, broadcast and print advertising.
- Media buying experience.
- Skilled at relationship building and working with external partners.
- Strong project management and organization skills.
- Ability to contribute original thinking and creativity.
- Knowledge of typical performing arts patrons, their behaviors and interaction with the marketplace.
- Knowledge of the arts and entertainment industry.
- Possess a strong customer service philosophy.
- Work a flexible schedule including nights, weekends, and holidays as events required.
- Work independently and as part of a team in a fast-paced environment.
- Effectively and efficiently multitask, set priorities, shift priorities, and adapt to changes in situations.
- Skilled in MS Office and relevant CRM and ticketing systems.
- Assess own strengths and weaknesses in the workplace, strive to continuously build knowledge and skills, and share expertise with others.
- Problem analysis and problem-solving

REQUIRED EDUCATION AND EXPERIENCE

- BA/BS: Marketing, PR, Communications, Business, Arts Administration or any equivalent combination of training and experience.
- 2 years of hands-on entertainment marketing experience, preferably in non-profit arts.
- Demonstrated success in ticket sales and revenue production.

If you are interested in this opportunity, please send your resume to : mmsearch@browardcenter.org.