

# EMELIN THEATRE

Position Title: **Marketing Director**

Classification: **Salary Exempt**

Reports to: **Executive Director**

Compensation: **\$69,000 to \$85,000 annual salary commensurate with experience, plus 401(k) with match, healthcare benefits and paid time off.**

**Summary:** Emelin Theatre for the Performing Arts seeks a hands-on and experienced B2C marketing professional who will be responsible for the development, implementation, and optimized performance of the theatre's marketing and communication plans. This person will be charged with maintaining and expanding the theatre's audience and outreach, increasing ticket sales, diversifying market penetration, and raising awareness and appreciation of the Emelin brand. Reporting to the Executive Director, this person will work closely with the Emelin's team members, its President, and designated board members.

The Emelin Theatre is a well-known and highly respected non-profit performing arts center in Mamaroneck, New York. Its mission is to provide affordable and accessible performing arts to a diverse audience, promoting a cultural life that educates, invigorates, and entertains. As one of the most significant venues for the performing arts in Westchester County, the Emelin offers an array of high-quality music, dance, film, comedy, and family programming. Importantly, the Emelin is committed to making exposure to the performing arts available to lower income members of its community.

**Please do not apply if you do not have at least 3 years B2C marketing experience.**

## **Responsibilities include:**

- Creation and implementation of cross-channel brand communications and marketing plan.
- Development of all necessary assets (e.g., copywriting, art direction) for the website, emails, social media, and paid ads.
- Continue to grow social media presence to broaden audience diversity and brand engagement.
- Regularly monitor and adjust marketing efforts to enhance sales and overall brand performance.
- Conduct market research, including website, email, and social media analytics and analysis of our existing and potential audience, as well as performance of competitive venues to understand target audience interests, preferences, and influencers.
- Create and implement PR strategy including maintaining press lists and writing and distributing press releases through various media channels.
- Assist with creation of and adherence to the marketing budget.
- Collaborate with the Emelin team to develop strategies to enhance donor communications.
- Provide marketing and operational support for the Emelin's Annual Gala and other fundraising efforts.
- Communication with media partners and artists/management to get assets, updates, and marketing strategy for all events.

## **Required Qualifications:**

- A minimum of 3 years of relevant marketing experience, with a proven personal track record of success creating, writing, and implementing brand marketing assets, strategies, plans, and programs.
- Ability to lead, multi-task, and thrive in a collaborative, hands-on team environment.
- Ability to create and maintain relationships with artists, marketing partners, and vendors.
- Ideal candidate will have a deep understanding of Westchester County demographics and arts audiences.
- Proven ability as an effective written and verbal communicator.
- Broad based knowledge of a full range of marketing techniques and tools, including branding, advertising, direct marketing, market research, and interactive technologies.
- Demonstrated success with Meta Business Suite, Ad Manager, Google Ads, and Google Analytics.
- Familiarity and competence with CRM software, preferably PatronManager, and electronic communications platforms, preferably MailChimp.
- Proficiency with Microsoft Office and Google Suite is required.

***Emelin Theatre for the Performing Arts is an Equal Opportunity Employer, and all qualified candidates are encouraged to apply.***

Please send your resume (PDF only) to [jobs@emelin.org](mailto:jobs@emelin.org)