



## **Marketing Manager**

### **The Umbrella Arts Center**

Vibrant, regional arts center seeks a team player who is interested in joining a dynamic, fast-paced team and building a career in nonprofit fundraising and arts administration.

The Marketing Manager (MM) is an integral member of a Communications/Operations team and will play a crucial role in promoting The Umbrella Arts Center's programs, events, and initiatives. This position requires a strategic thinker with excellent leadership and communication skills, as well as a deep passion for the arts.

The MM develops and manages all aspects of The Umbrella's regular multichannel marketing and advertising campaigns, executes day-to-day marketing operations in accordance with best practices, and helps to build awareness and a strong community around The Umbrella. The MM reports to the Executive Director.

Job responsibilities include:

- Develop and implement strategic marketing plans to meet revenue goals and increase visibility, engagement, and attendance for The Umbrella Arts Center's programs and events.
- Oversee the creation and distribution of content across multiple channels, including social media, website, email newsletters, direct mail, signage, print and broadcast.
- Work with designer(s), photographers, and videographers and oversee the scheduling, creation, and distribution of print and digital promotional materials such as ads, brochures, flyers, posters, signs, banners, and videos.
- Work together with the Operations Team to maintain and update the organization's website, email communications, and social media platforms.
- Ensure The Umbrella Arts Center's brand is consistently represented across all marketing efforts.
- Collaborate with the programming team to ensure consistent and compelling messaging.
- Monitor and analyze marketing performance metrics to optimize campaigns.
- Report on expenses related to the marketing budget, ensuring efficient and effective use of resources.
- Engage with media contacts, partners, stakeholders, and the community to build relationships and promote The Umbrella Arts Center.
- Assist with public relations efforts as needed.
- Other duties and responsibilities as assigned.

The Marketing Manager will have exposure to a broad range of marketing and arts administration as well as opportunities for job growth. The ideal candidate will have the following qualifications:

- 4+ years of experience in multichannel marketing, preferably in the arts or nonprofit sector.
- Proven track record of developing and executing successful multichannel marketing strategies incorporating digital, print, direct, and broadcast.
- Strong organizational skills and ability to schedule and manage multiple campaigns on deadline
- Strong leadership and team management skills.
- Excellent written and verbal communication skills.
- Proficiency in digital marketing tools and platforms, including social media, email, direct marketing, and analytics.
- Experience with content creation and an understanding of graphic design a plus
- Ability to think creatively and strategically in a fast-paced environment.
- Passion for the arts and community engagement.

If you feel you can do this job, even if your background does not exactly match the job description, we encourage you to apply and tell your story.

This is a full-time position with a comprehensive benefits package. A regular work week is in person Monday through Friday but this role will require some flexibility for events and meetings.

Salary begins in the range of \$60-65K and is commensurate with experience.

Please email a cover letter and resume (as a single PDF) to Melissa Greven, Data & Administration Manager at [melissa@theumbrellaarts.org](mailto:melissa@theumbrellaarts.org). Please include the words "Marketing Manager" in the subject line of your message. Applications received by **5:00pm on Friday, November 8, 2024** will be given first priority. No phone calls, please.

The Umbrella is dedicated to building a more diverse, equitable, inclusive, and accessible community. Please see our DEIA statement. Applicants from underrepresented populations are strongly encouraged to apply.

Founded in 1983, The Umbrella is a one-of-a-kind arts center in the heart of historic Concord, MA that completed a state-of-the-art renovation in 2020. It is home to a broad array of artistic programs and education opportunities for all ages including: more than 50 resident artist studios as well as programs for young artists; year-round arts education for adults and youth including a leading ceramics program and summer camp; one of the region's newest professional theater companies; film and music performance including the headliner concert series that has recently featured John Mayer, Lake Street Dive, and Brandi Carlile; and robust gallery exhibits by regional artists and beyond that intersect with programs across the organization.

The Umbrella is about a 2-block walk from the MBTA Fitchburg Line Concord stop, and easily accessible from the Walden exit of Route 2 with ample free parking. Staff often enjoy visiting the historic downtown center, other cultural and hospitality establishments, as well as the neighborhood and nearby nature settings. Staff are encouraged to participate in cultural activities year-round, with complimentary access to The Umbrella's headliner concerts, professional Stage Company productions, gallery exhibitions, and Open Studios, and deep discounts on arts education classes, from dance to pottery to woodworking.