



**I. TITLE: Marketing & Communications Manager**

DEPARTMENT: Creative Services

GRADE: Full Time, Salaried

FLSA: Exempt

COMPENSATION: \$45,000 - \$48,000 commensurate with experience

**II. POSITION SUMMARY:**

Responsible for carrying out BA's voice in marketing, communications, and PR. Responsible for promotions, media releases, paid marketing buys, Radio and TV scripts crisis communications, etc.

**III. ESSENTIAL FUNCTIONS: (approx. 6-8)**

- Creation and management of sales email strategies, with specific focus on WordFly email creation and analytics.
- Alignment between social media and email campaigns (WordFly)
- SEO / retargeting and sales strategies
- Media buying
- Writing media releases and other supportive copy
- Responsible for local and regional PR pitches (TV, radio, digital)
- Website upkeep, with focus on communications

**IV. OTHER ACCOUNTABILITIES:**

- Other duties as assigned

**V. PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

- Available to work periodically on weekends and evenings as related to specific events and performances.
- Lifting of light equipment associated with specific events and performances

**VI. EDUCATION AND EXPERIENCE:**

- Minimum qualifications
  - 3-5 years of work experience in a similar role
  - Excellent written and verbal communication skills
  - Experience creating and managing mass email tools such as WordFly
  - Experience with digital marketing campaigns and social media
  - Experience with web content management tools such as WordPress
  - Knowledge of SEO and Google Analytics
  - Proficiency in MS Office
- Preferred qualifications
  - Some experience with digital design
  - Tessitura experience
  - Bachelor's Degree in Marketing/Communications

**VII.COMPETENCIES -- KNOWLEDGE, SKILLS AND ABILITIES:**

Collaboration  
Effective Communicator  
Customer Focused  
Values Differences  
Resourcefulness  
Situational Adaptability  
Instills Trust

**VIII.ORGANIZATIONAL RELATIONSHIPS:**

- Reports to: Director of Business Analytics & Sales
- Supports: Ballet Austin’s revenue centers

**TO APPLY**

Please email cover letter, resume, to [HR@balletaustin.org](mailto:HR@balletaustin.org)

**BACKGROUND SEARCH REQUIRED**

**NEW HIRES WILL BE ASKED TO PROVIDE PROOF OF COVID-19 VACCINATION**

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