



The **Marketing Director** at *Glorify Performing Arts* plays a vital role in our organization, creating effective strategies for each facet of marketing. Working alongside the Director of Community Engagement to ensure the image/essence of GPA is positively communicated in the community, the Marketing Director should be goal-oriented, flexible and creative under pressure. Most importantly, the Marketing Director should feel confident they can uphold GPA's Foundational Four (Mission Statement, Vision Statement, Core Values, and Business Philosophy).

Marketing Director Responsibilities

Leadership and Personal Management

- Hire, supervise, motivate and support marketing staff/independent contractors working in ticketing/customer service, public relations, graphic design, group sales, and telemarketing.
- Create and manage organization system for sharing media within the company.
- Establish and maintain positive relationships with local, national and international arts organizations.

Strategic Planning, Analysis, and Audience Development

- Establish marketing goals and strategies for GPA's Phase 1, while developing plans for Phase 2 and 3
- Work with Business Operations Manager to create, track, and manage annual marketing budget
- Develop and implement pricing strategies that meet revenue/attendance goals.

Communications, Media/Public Relations, and Branding

- Develop and produce marketing elements i.e. seasonal marketing, online and social media advertising, and event specific marketing.
- Set media relations strategy and manage local, national and trade relationships.
- Direct the development of all visual and print materials and images for the entire organization, maintaining the strength, integrity and consistency of the GPA image.
- Support written and visual updates for GPA's website
- Oversee and ensure consistency in branding and messaging of the organization
- Oversee digital and social media initiatives across multiple channels
- Maintain and analyze tracking reports for social media analytics and media coverage
- Maintain press and marketing archives

Qualifications

- Bachelors or Masters degree in Marketing, or 5+ years of relevant experience.
- Knowledge of web analytics and Google Adwords.
- Excellent communication and interpersonal skills.
- Strong understanding of social media platforms.
- Self-motivated, confident, and driven with dynamic leadership ability.
- Creative, outside the box thinker with the ability to spot unique branding opportunities.

Compensation

During our Promo Year, the Marketing Director will be a volunteer position, receiving a thank you gift of four comp tickets to our main stage production. Upon the launch of GPA into Phase One, the position transitions into a part-time paid employee with \$15,000 annual compensation.