



DIGITAL MARKETING MANAGER CHARLOTTE BALLET

Job Title: Digital Marketing Manager
Department: Marketing
FLSA Status: Full Time/Exempt
Reports to: Director of Marketing & Communications

Job Scope & Responsibilities

The Digital Marketing Manager is responsible for hands-on management of Charlotte Ballet's digital presence, including:

Digital Advertising: Strategically plan and manage Charlotte Ballet's investment in digital advertising, including paid social, display advertising, paid search, digital partnerships, newly emerging channels and unpaid Google grant. Provide daily management, hands-on implementation, and active oversight of any agencies or external resources, advising and collaborating on strategy and content. Manage paid mix, monitoring and adjusting to maximize ROI. Implement paid campaigns individually as required. Collaborate with Director of Marketing on individual campaign strategies and budget. Conduct annual agency-resource-budget-strategy review with Director as part of budgeting process.

Website: Maintains and regularly updates charlotteballet.org (WordPress), including coordination of web host, designers and contributors. Devise and implement strategies to drive site traffic. Develop and implement annual plan to provide content refresh at least monthly (according to presenting schedule), with daily management of homepage. Monitor, improve and update SEO and search rankings, Google Business presence for CB and Academy, and other emerging opportunities. Make recommendations for website improvements.

Email Marketing: Manage strategy and implementation of all general email communications (Emma), including oversight of email program software and training other departments on email program. Collaborate with marketing peers on segments and list acquisition from AV and other sources. Import lists, build emails, schedule and track response. Expand email program to include A/B testing, trigger campaigns, secondary segmentation, and more. Lead collaboration with other departments to coordinate cohesive email strategy across the organization. Develop and implement strategies across digital channels to grow audiences and lists. Initiate and grow collaborative partnerships with cultural partners for expanded audiences. Manages online surveys (SurveyMonkey).

Content Management & Social Media: Responsible for setting and executing content marketing plans, working with colleagues to manage workflow and maintaining publishing infrastructure. Creates and distributes valuable, relevant, consistent and delightful content to deepen the relationship with current constituents, while attracting new ones – with the

ultimate objective of driving action. Collaborates with marketing peers to ensure work aligns with overall content marketing goals. Maintains determined mix of content, including ticketed events, company news, industry/community leadership, development messaging, Academy and education.

Digital Reporting: Develop monthly reporting dashboard that includes key metrics for website, email, organic social and paid digital. Monitors results, response, conversions and ROI of Charlotte Ballet's website, email program, organic social and paid digital, making recommendations for improvement. Manages Charlotte Ballet's Google Analytics account. Manage budget, invoices, scheduling and other administration of related projects.

Required Experience & Skills

- Five years' overall digital marketing experience.
- Strong AdWords and Google Analytics skills, with a minimum 2 years' direct experience managing and implementing paid digital media campaigns
- Strong skillset in developing ROI-focused paid Facebook and IG campaigns, with a minimum 2 years' experience.
- Strong WordPress skills and experience managing a website (managing updates, not development is fine).
- Experience managing email marketing programs, preferably Emma and Survey Monkey.
- Strong writing and content development skills, experienced content manager.
- Experience managing external agencies/partners.
- Non-profit/performing arts experience preferred.
- Experience running social media channels for an organization with responsibility for content development.
- Skilled in all MS Office programs and social channels. Skilled in WordPress, Emma, Survey Monkey, Google AdWords, Google Analytics, Facebook/IG advertising, etc.
- Ability to work evening and weekend events throughout the year.
- Demonstrates very strong written communications skills necessary to write clear and concise content for all audiences.
- Demonstrates high level of Emotional Intelligence, tact and diplomacy in all interactions, including the appropriate treatment of sensitive or confidential information and equal and fair treatment for all.
- A self-starter, dedicated to results. Foresees roadblocks in goal meeting and works quickly in problem solving to achieve goals in timely manner. Plans and executes complex projects both autonomously and collaboratively, completing complex projects with a high level of excellence. Works independently and to accept responsibility for designated assignments. Comfortable working with deadlines and being flexible when unexpected opportunities arise
- Positively promotes Charlotte Ballet both in and out of the office and acts as a good steward of Charlotte Ballet's funding

Education

- B/A or B/S in Communications, Marketing, Public Relations preferred OR equivalent experience may be considered