



POSITION AVAILABLE

Marketing Associate

Broadway San Diego-A Nederlander Presentation is seeking an experienced and highly motivated **Marketing Associate** with a strong background in advertising, community relations and event planning, to serve in developing and implementing marketing, promotions, and community engagement campaigns for both the organization itself, and nationally touring Broadway shows and concerts. This position (located in San Diego) will report directly to the Director of Marketing & PR, and work with the Public Relations, Sales and Ticketing teams to establish campaign initiatives.

This is an exciting time to join the Broadway San Diego team. The ideal candidate is energetic, creative, and innovative with a strong passion for the Arts. The candidate should also have strong writing and speaking skills, outstanding attention to detail, and the ability to stay organized in a multi-task, fast-paced, productive, inclusive, and diverse environment.

PRIMARY DUTIES

- Executing promotions tactics on behalf of Broadway San Diego via television, radio, print, online and social, partners.
- Oversee the administration of the annual Broadway San Diego Awards, the local arm of The National High School Musical Theatre Awards (The Jimmy Awards).
- Coordinating in-house promotions efforts to drive subscription, group, and single ticket sales. This may include but is not limited to utilization of various promotional partners such as Goldstar, Travelzoo, Newspaper in Education, Ticketmaster CENs, etc.
- Generate engaging and compelling promotional campaigns for Broadway San Diego and its live theatrical productions.
- Enhance efforts with business-to-business and community outreach initiatives.
- Serve as the liaison for the organization and national marketing teams, including press agents, company managers, stage managers, and various live theatrical representatives.
- Coordinating marketing and promotional activities with planning/tracking in place.
- Offer brand and promotional support, marketing contact management.
- Aid in budgeting, press, trade, and promotional ticket management.
- Facilitate/Train intern and other associate staff.
- Planning and implementing various offsite events.
- Oversight of marketing for Broadway San Diego's mobile ticketing App.

REQUIREMENTS:

- A Bachelor's Degree in Communications, Advertising and/or Public Relations is preferred with a minimum of three years of experience with an entertainment company, media outlet, or advertising/public relations/communications firm.
- Strong interpersonal skills and commitment to working with a diverse staff in a fast-paced environment
- Available to work selected nights and weekends during show weeks
- Some occasional or conference travel may be required

REPORTS TO: Director of Marketing & PR

WORK SCHEDULE: Full-time/ 40 hours a week

COMPENSATION: \$45,000+ Commensurate with Experience

Nederlander offers a comprehensive compensation/benefits package including retirement plan options, paid vacation, holidays, and health benefits including medical, dental, vision, life/long-term disability insurance, and flexible/health spending accounts.

Broadway San Diego and Nederlander are committed to a workplace where everyone is free from bias, prejudice, discrimination, and harassment. The organization strives to ensure a welcoming work environment where everyone belongs and is valued, encouraged & respected for their unique contributions.

We are focused on building a culture that acknowledges and values Diversity, Equity, and Inclusion.

HOW TO APPLY: We are an equal opportunity employer and welcome all to apply. Interested candidates should send a cover letter, resume and three references with "Marketing Associate" in the subject line to cheideman@broadwaysd.com – No phone calls please. Confidential inquiries welcome

Proof of full vaccination is a requirement of employment at Broadway San Diego.

Post expires November 15, or when the position is filled.

As of October 20, 2021