

# SEATTLE OPERA.

## DIGITAL MARKETING MANAGER

Seattle Opera is accepting applications for the position of Digital Marketing Manager. This full-time, exempt position reports to the Associate Director of Marketing.

Seattle Opera is committed to racial equity and to dismantling historic barriers of oppression. People of Color are encouraged to apply and audition for all Seattle Opera job opportunities. Learn more about our Commitment to Equity and our three-year Racial Equity and Social Impact Plan at [www.seattleopera.org/equity](http://www.seattleopera.org/equity).

### BASIC FUNCTION

This position is responsible for developing and implementing digital marketing strategy for Seattle Opera. The work of this position encompasses a broad range of duties including but not limited to email marketing, social media advertising, digital analytics, and digital advertising to support revenue goals, ticket sales, and program awareness.

### PRIMARY DUTIES

- Provide effective, innovative, and integrated digital marketing strategy, management, execution, and analysis to support e-commerce initiatives, revenue enhancement, and brand awareness.
- Identify, recommend, and implement emerging methods of digital advertising and customer communications.
- Drive all email marketing efforts, including writing copy, building emails, pulling lists, and deploying multiple emails each week. Contribute to lead generation through email address capture tactics.
- Manage all banner advertising campaigns from inception to completion, including defining target audiences, writing copy, working with graphic designers, monitoring budgets, and maintaining effective partnerships with digital marketing vendors and agencies.

- Manage all paid social media campaigns—currently Facebook, Instagram, and, YouTube, with possible future expansion to other platforms—to activate our local fan base, deepen engagement, and generate interest in all Seattle Opera programs and activities. Participate in social media content creation.
- Manage Seattle Opera’s relationships with third-party online ticket sellers such as Goldstar, TodayTix, LivingSocial, and others.
- Mine data analytics to optimize campaigns. Regularly provide reports and sometimes presentations on campaign performance details and digital trends to Seattle Opera staff and Board.
- Develop engaging and effective website content, in conjunction with Web Producer and other stakeholders, to support revenue and brand awareness goals.
- Establish and maintain processes to ensure effective and timely development and execution of campaigns within defined budgets.
- Provide guidance about email marketing and digital platforms as requested by other Seattle Opera departments. Maintain effective and positive working relationships with staff in all departments.

## **SUPERVISION AND REPORTING RELATIONSHIPS**

The Digital Marketing Manager reports to the Associate Director of Marketing.

The Digital Marketing Manager supervises the Marketing and Communications Coordinator.

## **MINIMUM QUALIFICATIONS:**

- Bachelor’s Degree in marketing, digital marketing, or other closely related field.
- 3–5 years in a marketing position with proven success in managing effective digital marketing campaigns.
- Experience within an arts organization preferred.
- Excellent written and verbal communication skills, including strong copywriting skills with an eye towards design.
- Demonstrated project leadership in digital marketing creative development, cross-functional planning, and campaign management.

- Proven organizational skills, strong attention to detail, and expertise in managing and prioritizing many simultaneous projects.
- Strong interpersonal skills; enthusiasm and ability to work as part of a multi-disciplinary team and build relationships.
- Must have previous experience using a CRM database, a mass email system, Facebook Ads Manager, and Google Analytics.
- Intermediate skill in the Microsoft Office suite.
- Prefer knowledge of Tessitura, WordFly, Google Tag Manager, Google Data Studio, and Google Ads.

### **SPECIAL REQUIREMENTS**

Must be available for evenings and weekends as needed for performances and special events. Must be comfortable talking to customers and to the public.

### **COMPENSATION:**

Seattle Opera offers medical, dental, vision, life insurance, long term disability, short term disability, EAP, transit/parking benefits. Pay range for this position is \$57-67k/year DOE.

### **CONTACT:**

Interested candidates should send resume and cover letter detailing relevant experience to [jobs@seattleopera.org](mailto:jobs@seattleopera.org), with Job title in the subject line.