

## **Silicon Valley Ballet Marketing Manager Job Description**

Silicon Valley Ballet (SVB) is seeking a Marketing Manager. This position owns the master marketing calendar for company and school promotions; manages print and digital advertising assets; supports and coordinates graphic design needs; and coordinates and implements the Ballet's social media efforts. A high level of accuracy, strong project management skills, and a friendly, collaborative attitude is essential. The Marketing Manager reports to the Executive Director, in close consultation with the Managing Director of the School and New Business.

The Marketing Manager is expected to maintain a high level of brand identity and clear messaging. We are looking for someone that will support and strengthen the SVB institutional brand, while engaging targeted audiences for each production. The position is full-time, and requires availability during regular office hours, with periodic work on weekends, evenings and holidays for performances or events.

**To apply:** Please submit an email with an attached one-page letter of interest describing why you are a good fit for the job, along with your resume, to [jobs@siliconvalleyballet.org](mailto:jobs@siliconvalleyballet.org). In the subject line write: "Marketing Manager Job Application." Please name your resume with your last, then first name.

### Skills and Experience Required

- Two to three years sales or promotions experience, preferably in the performing arts;
- Demonstrated written and verbal skills, including copywriting and editing;
- Experience promoting events using social media, web and email; Facebook and/or Google Adwords experience is a plus;
- Familiarity with CRM and events software, preferably for the performing arts;
- Strong knowledge of MS Office, Adobe InDesign and Adobe Photoshop;
- Ability to use camera/video proficiently;
- Extremely organized, close attention to detail and excellent follow-through skills;
- Must be able to handle multiple priorities in high volume situations.

### Job Duties

- Serve on the Marketing Team with the Box Office Manager, Group Sales Coordinator, Executive Director, and Managing Director, to plan marketing and promotions strategies.
- Work with Marketing Team to analyze ticket sales results, and provide direction for the promotion of single ticket sales and subscriptions.
- Lead the creation of the annual marketing and promotions calendar and coordinate marketing activities for the company and school;
- Schedule, execute and monitor print, digital, and social advertising, managing outside vendors as necessary;
- Supervise the production of the program books for each production;
- Supervise the production of subscription and single ticket sales collateral;
- Support written and visual updates for the Ballet's website;
- Ensure that print marketing collateral is distributed as needed;
- Coordinate with the fundraising team's communications and marketing activities;

- Work with artistic staff on photo approvals by dancers, and manage photo assets shared across the company;
- Work during performances, special events and donor events;
- Maintain press and marketing archives;
- Assist with contract public relations professionals and outside media;
- Other assignments as needed.

### **About Silicon Valley Ballet**

SVB is one of the two largest ballet companies in California, with 32 dancers from five continents performing in 21, fully-staged performances of mixed-repertory programs and full-length ballets in downtown San Jose. Artistic Direction is provided by international dance icon, Cuban-born José Manuel Carreño. Among others, SVB presents works approved by the Balanchine Trust, Estate of Roland Petit, and by contemporary choreographers including Twyla Tharp, Paul Taylor and Ohad Naharin. Through its strategic partnership with American Ballet Theatre, the Silicon Valley Ballet School trains more than 350 students per year. SVB serves more than 40,000 local students and audience members annually, and has an active community engagement program, offering free dance classes, performances and scholarships to over 3,000 families annually.

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Position open until filled.