



## DIGITAL MARKETING MANAGER

Position: Digital Marketing Manager

Department: Marketing

Reports To: Chief Executive/Artistic Director

Status: Exempt

Full-Time

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Music Theater Heritage is an innovative and imaginative professional musical theater organization – dedicated to the appreciation and historical understanding of the American musical theater and its contributions to our culture. MTH entertains and educates current and future generations, with persistent focus on equity, diversity, and inclusion, for today’s performing talent and tomorrow’s developing artists. MTH operates as a fully professional Equity Theater welcoming nearly 50,000 people annually to Crown Center. MTH curates three theatrical stages, production facilities, studio space, and two public lobbies.

Position Summary: MTH is seeking a Digital Marketing Manager to join our staff! The Digital Marketing Manager serves as a key member of the marketing team and is responsible for leading and supporting all things digital, including development and deployment of email campaigns, web content updates and maintenance, digital advertising, and social media. This position also serves as primary written content generator for MTH materials and works to create and maintain content that is in alignment with the MTH mission.

### Essential Job Functions:

- Draft content and copy for Marketing communication pieces including postcards, website, emails, and social media.
- Edit and/or proofread writing created by other staff members/departments and freelancers.
- Develop, deploy and manage email campaigns using MailChimp software.
- Maintain MTH's email calendar and schedule. Understand, follow and stay current on email best practices; making recommendations for changes.
- Manage updates and maintenance of MTH's website to ensure accurate information and a positive patron experience.
- Generate and analyze monthly reports of website activity and identify trends and data using Google Analytics.
- Create digital strategy for organic and paid ad campaigns across digital and social channels.
- Serve as staff lead to maintain MTH's digital signage.

- Provide graphic design support for publications, email communications, signage, display ads and social posts.
- Support and collaborate with other MTH team members on a project by project basis.

Qualifications:

- Preferred 3+ years experience in digital marketing or related field
- Experience in written content creating, editing, as well as digital marketing.
- Experience in graphic layout, photoshop experience a plus
- Better than meh writing skills with the ability to remain consistent with brand, style, and tone.
- Photography and/or videography skills a plus
- Experience of website management and familiarity with Wordpress a plus.
- Self-motivated, with ability to work collaboratively in team setting as well.
- Proficiency with email marketing platform such as MailChimp
- Caring, compassionate, considerate and collaborative
- Responsible, accountable, dependable
- Highly organized with the ability to prioritize and work on multiple tasks
- Innovative and excited about the performing arts with a willingness to step outside conventional marketing techniques.
- Ability to occasionally work evenings and weekends

Compensation and Benefits: Commensurate with experience, starting at \$42,000 annually. Benefits package includes health, vision, dental, and simple IRA. Up to 80 hours of paid time off, as well as 8 paid company holidays and complimentary tickets. Although this position will require some face time, this is not a job where you will be required to sit in an office for 8 hours a day while your soul slowly withers away.

MTH is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender, gender identity, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status. MTH requires proof of full vaccination.

How to apply:

Send letter of interest, resume, and salary requirements to: Tim Scott, Chief Executive/Artistic Director by emailing [Tim@mthkc.com](mailto:Tim@mthkc.com), subject line Digital Marketing Manager. No phone calls, please.

Deadline to apply August 26.

We will contact applicants under consideration to schedule an interview.

No interviews will be scheduled prior to September 1.