

APOLLO

JOB TITLE:	Senior Marketing Manager
DEPARTMENT NAME:	Marketing and Communications
LOCATION:	New York, NY
REPORTS TO:	Director of Marketing
FLSA STATUS:	Full-Time, Exempt

Organization: The Apollo is a commissioner and presenter; catalyst for new artists, audiences, and creative workforce; and partner in the projection of the African American narrative and its role in the development of American and global culture.

Position Summary: The Senior Marketing Manager plays a key role in strategy, planning, and executing, marketing campaigns for the Apollo's programming, facilities sales, and educational initiatives. This position will focus on the creation and execution of comprehensive marketing plans for Apollo Presents productions that are both mission-driven and data-driven. The Senior Marketing Manager will also liaise with other departments within the institution as well as external vendors and consultants.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Develop and oversee the execution of comprehensive marketing plans for Apollo Presents events and marketing for rental events
- Work closely with the Director of Digital Strategy to build dynamic campaigns that leverage paid social, print, radio, digital and out of door advertising
- Oversee direct mail campaigns and list management strategy via Audience 360 and Enertex
- Manage marquee and digital signage displays
- Research and analyze market trends and competitors and apply to our ongoing strategies
- Cultivate and maintain relationships with various partners to help build new audiences
- Traffic and proof-read marketing & communications materials
- Attend Apollo performances, special events, and work collaboratively on planning and execution of event details with the Marketing department
- Manage relationships with external vendors, freelancers, and advertising agencies as needed for special projects and marketing initiatives
- Assist in reevaluating current department processes to identify areas of improvement
- Serve as a key member of the Marketing and Communications leadership team

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, ability, and/or competency required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience

- B.A or B.S. degree and a minimum of four (4) years in marketing management experience; performing arts or entertainment experience preferred, media buying experience a must or a combination of education and demonstrative experience.
- Ability to work outside of normal business hours;
- Knowledge of Windows 10 operating system, Google suite, and Word Processing software;

- Familiarity with Project Management software and Content Management systems. Experience with Slack, Basecamp, Audience 360 and Tessitura a plus;
- Ability to write reports, business correspondence and procedure manuals;
- Exceptional written and verbal communication skills.

Other Skills & Knowledge:

- Have knowledge of the Apollo's history and remain current on upcoming events and industry trends in the marketing and performing arts fields
- Possess the ability to multi-task, prioritize projects and work independently in a fast-paced environment
- Be highly organized, efficient, pay attention to detail and be proactive
- Maintain an enthusiastic and professional work ethic at all times

COVID-19 Vaccination

Vaccination is required; however, the company will consider accommodations for disability- and religious-based reasons.

Hybrid Work Environment

This position will require being on site 2-3 days a week with the remaining days working remotely.

Benefits:

We value our employees' time and efforts. Our commitment to ~~your~~ employee success is enhanced by competitive salary and our extensive benefits package including paid time off, medical, dental and vision benefits, and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning, and culture.

**To apply, send cover letters, resumes to Human.Resources@apollotheater.org.
Please include the job title in the email subject.**

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.