

# APOLLO

<b>JOB TITLE:</b>	Marketing Manager
<b>DEPARTMENT NAME:</b>	Marketing and Communications
<b>LOCATION:</b>	New York, NY (hybrid - at least two days a week in office)
<b>REPORTS TO:</b>	Director of Marketing
<b>FLSA STATUS:</b>	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 Marketing Manager is a key position within the Marketing and Communications Department and provides support in the development of the Apollo's marketing plans and campaigns. The Marketing Manager is responsible for implementing marketing and promotional programs for Apollo events, including but not limited to Apollo Music Café, Apollo Comedy Club and programs and initiatives on the Apollo's main stage and sound stage, education and archive projects and other projects as assigned.

## **ESSENTIAL JOB FUNCTIONS**

- Supports the Director of Marketing in the planning, writing, and execution of marketing plans for each assigned project.
- Oversees and implements market and event research.
- Negotiates trade and promotions with key advertisers for the best overall value and most competitive rates; works with key media representatives to maximize sales and marketing efforts.
- Liaison to ad agency and Director on the production of print ads, brochures, show programs and other collateral.
- Writes effective and impactful marketing copy for marketing collateral, website and other materials.
- Works collaboratively with the Director of Digital Strategy on digital marketing and promotions including YouTube management.
- Spearheads and reports on the Apollo Theater group sales efforts.
- Serves as a key player in marketing and communications activations.
- Develops and implements marketing plans for Education Department initiatives.
- Works with the Senior Director on the development of program marketing budgets and monitors expenditures and income.
- Maintains relationships with partner businesses and organizations for cross-promotional outreach.
- Ability to work varying schedules to reflect the business needs of the event(s).

**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.

- B.A or B.S. degree and a minimum of 2-3 years in marketing management experience; performing arts or entertainment experience preferred, media buying experience preferred or a combination of education and demonstrative experience.
- Must be self-motivated with the ability to work in a fast-paced environment.
- Obsessively detailed and organized, flexible, open to change, and able to manage evolving needs and priorities within this very fast paced live entertainment environment.

- Excellent verbal, writing and editing skills.
- Strong computer skills, including knowledge of: Word, PowerPoint, Excel, Outlook, Photoshop.
- Experience in media buying.
- A demonstrated interest in art, culture and popular entertainment.
- An understanding of the Apollo Theater's diverse audience and artists presented on its stages.

**VACCINATION REQUIRED**

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

***To apply, send cover letters, resumes to [Human.Resources@apollotheater.org](mailto: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.