



Digital Marketing Manager

The **Digital Marketing Manager's** primary role is to assist the marketing department in integrating business and department objectives into successful digital/online marketing initiatives that create awareness and drive revenue.

This role will be responsible for maintaining and enhancing DPAC's digital marketing for upcoming performances through maximized efforts of selling tickets and maintaining DPAC's values, mission, and brand. This will include managing DPAC's social media accounts, serving as the webmaster, assisting with all digital marketing efforts, and departmental support.

This position would report to the Senior Director of Marketing & Sales and would work collaboratively with the entire DPAC Marketing team. The position would also work closely with other staff including members of the Ticketing, Corporate Partnerships, Group Sales, Community Engagement, and Audience & Event Services teams.

Overall Objectives:

- Provide support for DPAC-wide marketing/communication initiatives, including email campaigns, digital banners, social media, and website content
- Maintain effective communication within the department and outside vendors to ensure efficient implementation of online marketing solutions

Responsibilities include, but are not limited to:

Paid, Owned & Earned Media:

- Oversee and manage DPAC's social media channels, including Instagram, Facebook, and Twitter.
- Place select media buys (ex: Spotify, Paid Social, etc.)
- Manage and track efficacy of digital advertising and web optimization with external vendor (Allied Global Marketing and Ticketmaster, presently)
- Serve as webmaster of DPACnc.com and the DPAC Mobile App

Email Marketing

- Administer creative, sales-driven, accurate, targeted, and effective email marketing campaigns including coordinating approval and revisions to support ticket sales, audience engagement, and community engagement goals
- Provide email campaign effectiveness reports, metrics, and analyses using tmEngage and tmOne (Ticketmaster software)
- Analyze customer behavior via Google Analytics, tmEngage open/click rates and more in order to build targeted campaigns
- Adhere to anti-spam regulations and email marketing best practices

**Design & Content Development:**

- Ability to create photos, videos and graphics for use on social media, website, and email
- Ability to work with third party designers to craft creative campaign concepts for venue marketing, holidays, events, and more
- Craft copy in a clear, concise manner for website, emails, social media, and more
- Maintain brand guidelines for all projects

Other:

- Monitor industry use of digital media for benchmarking purposes
- Maintain strong industry and technological knowledge to introduce new programs and make appropriate recommendations for growth, revenue opportunities, content presentation, and the adoption of new technologies
- Complete additional responsibilities as assigned
- Ability to work special events: including nights and weekends

Minimum Requirements:

The ideal candidate should possess:

- Social media including Facebook, Twitter, Instagram, and TikTok
- Understanding of web and social media best practices
- Strong writing and editing skills
- A love for and knowledge of the entertainment industry
- A bachelor's degree preferably in marketing or media
- 2 - 4 years of relevant experience preferred
- Microsoft Office Suite
- Excellent written and oral communication and interpersonal skills
- Attention to detail and accuracy
- Project management
- Experience with web and social analytics
- Graphic design, video editing, and Adobe Suite skills are a plus
- Enthusiasm and energy to work in a fast-paced environment and ability to juggle multiple priorities at one time are essential
- Demonstrate initiative, creativity, organizational, communication and analytical skills
- Requires your physical presence at DPAC for all or majority of work hours in the performance of your duties

COMPENSATION: Commensurate with experience

- Position requires ability to work various nights and weekends



THE ORGANIZATION:

Our Vision: We believe in great entertainment experiences. We want to be our guests’ favorite place for live events.

Our Mission: To present one-of-a-kind, live entertainment events. From Broadway to concerts, comedy to family shows – ‘there is something for everyone’ at DPAC.

Our Values: Quality and service. We deliver these values with warmth, friendliness and an attention to detail that is the hallmark of our legendary red carpet customer service.

DPAC is committed to a workplace where everyone is free from bias, prejudice, discrimination and harassment. The organization strives to ensure a welcoming work environment where everyone belongs and is valued, encouraged & respected for their unique contributions. We are focused on building a culture that acknowledges and values Diversity, Equity and Inclusion.

To Apply:

The position will remain open until filled.

Send resume and cover letter addressing relevant experience, interest in the position, salary expectations, and contact information for at least three references to:

- Candice Terrell, cterrell@dpacnc.com
Senior Director of Marketing & Sales
- Josette Roten, jroten@dpacnc.com
Assistant Director of Marketing & Sales