



The **Marketing Manager – Concert, Comedy, and Special Event’s** primary role is to assist the Senior Director of Marketing & Sales in all efforts to maintain and enhance DPAC’s marketing for upcoming Concert, Comedy, and Special Event performances through maximized efforts of selling tickets and maintaining DPAC’s values, mission and brand. Responsibilities include project management, budget tracking, constructing marketing settlements, assisting with public relations efforts, and departmental support.

This position would report to the Senior Director of Marketing and Sales and would work collaboratively with the entire DPAC Marketing team.

Responsibilities include but are not limited to:

- Managing creative for all advertising initiatives: collateral, TV, radio, online and print, as well as trafficking.
- Creating and reviewing email marketing for presales, on sales, targeted, etc.
- Day-to-Day oversight of freelancers and graphic designers
- Reconciliation of marketing expenses and show budgets/settlements
- Supporting the Senior Director of Marketing and Sales with public relations efforts, including but not limited to localizing releases, in-town press, and show announcements
- Website Content Management for Concert, Comedy and Special Events: artwork creation, copy and branding, approve content
- Outmarket pitching of promotions, trade and promotional fulfillment
- Graphic concepts for website and social media as well as advertisement and other promotional materials.
- Ticketmaster coordination regarding setting up special offers
- Coordinating logistics for large promotions (i.e. flyaways) and working in conjunction with station and/or sales team for winner.
- Ability to work special events: including nights and weekends is a must

Minimum Requirements:

The ideal candidate should possess:

- A love for and knowledge of the entertainment industry
- A bachelor’s degree preferably in marketing, public relations, or communication
- 2-3 years of relevant experience preferred
- Excellent written and oral communication and interpersonal skills
- Attention to detail and accuracy
- Project Management



- Microsoft Office Suite
- 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, and analytical skills
- Requires your physical presence at DPAC for all or majority of work hours in the performance of your foregoing 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:

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 and Sales
- Josette Roten, jroten@dpacnc.com
Assistant Director of Marketing and Sales