

BALLET *RI*

POSITION TITLE: Marketing Manager

REPORTS TO: Director

COMPENSATION & BENEFITS:

Full-time, Salaried, Exempt, Benefits Eligible Salary - \$45,000

Start Date: Immediate

Qualifications

- Bachelor's Degree or equivalent experience
- 5+ years marketing experience with demonstrated success in leading marketing campaigns for nonprofit agency or corporate client.
- Proficiency in Adobe Indesign, Illustrator, Photoshop and experience managing digital assets
- Excellent writing and verbal communication skills
- Precision, attention to detail, and strong sense of ownership
- Flexibility; ability to thrive in a fast-paced environment with multiple priorities
- Enjoyment of (or curiosity for) the performing arts/entertainment business
- Positive attitude, sense of humor, and proactive willingness to add value

Responsibilities

- Helps to draft annual marketing plan and manage marketing budget
- Responsible for implementing marketing plan and tracking progress
- Manages major marketing projects (materials design & production, awareness and sales campaigns, general branding).
- Manages day-to-day design and branding collateral.
- Oversees Social Media manager and works closely to ensure social campaigns align with overall marketing strategy, goals, and timelines.
- Develops advertising strategy and maintains advertising calendar.
- Interfaces with advertising vendors to ensure on budget and on time deployment.
- Creates compelling narratives and copy for highlighted programs.
- Stays abreast of new marketing trends and opportunities.
- Works closely with Development manager to deploy fundraising campaigns, and support fundraising events.

- Oversee playbill design and production
- Manages photo and video content, oversee production of multimedia campaigns, and maintain pipeline to social media posting.

ABOUT BALLET RI

Ballet RI, the premiere dance company in Rhode Island, is the proud evolution of Festival Ballet Providence as it continues to embark on an innovative future. Through performances, education, and community engagement, Ballet RI reimagines a traditional dance form into a modern-day experience. As the region's only dance school connected with a professional ballet company, we use modern, high caliber teaching techniques in a supportive environment with a faculty of the highest caliber with a variety of backgrounds and experiences. This new brand is a commitment to our home state and community and a continued reimagining BALLET, setting the stage for a bold and innovative future.

TO APPLY:

Email resume and cover letter to office@balletri.org with job title in header