

Job title	<i>Digital Marketing Manager</i>
Reports to	Director of Marketing
Salary	\$68,640
Benefits	<i>Extensive: Medical, Dental, Vision, Life, LTD (100% employer sponsored for employee) Paid Holidays, Vacation, Sick, etc.</i>
Entity	<i>Nederlander West Coast</i>

Job purpose

The Digital Marketing Manager responsibilities include a mixture of marketing support, customer service and various additional tasks with Nederlander Touring Markets. This position will provide parties with a high level of professionalism in a positive manner.

To be successful in this role, you should be well-organized, proactive, have great time management skills and be able to work independently.

Duties and responsibilities

The Digital Marketing Manager will support the Nederlander Marketing Director and the Broadway Direct team. The responsibilities will include, but are not limited to:

- Provide hands on assistance with on-boarding multiple markets to the new company wide ESP. (Sales Force Marketing Cloud)
- Coordinate with the markets in building and deploying multiple types of emails: examples include newsletters, subscription focused targeted value-driven eblasts, retargeting messages, transactional messages, pre and post trip journeys, onboarding journeys.
- Service interested markets on SSM setup and synchronization within Salesforce.
- Assist Director of Marketing when needed on set up with third party partners.
- Manage market customer service requests, custom audience uploads, retargets, etc.
- Facilitate the gathering of market data for appends.
- Vet Nederlander road market online properties to ensure accuracy and functionality.
- Work with the Director of Road Marketing with segmenting customers and executing content strategy.
- Collaborate with markets subscription web setup when onboarding to new ticketing system.

Skills & Qualifications

- Experience with ESPs and Salesforce platform is preferred but not required.
- Experience with Microsoft Office (especially Excel), basic HTML, Photoshop, WordPress, social media platforms. Mac proficiency preferred.

- Acute attention to detail and the ability to prioritize and manage several projects at once is required.
- Proficiency in working independently and self-starting within the context of a collaborative team.
- Passion for Broadway and live events marketing.

Working conditions

This position would work out of the San Diego Season Ticket Office.

This position is Full-time exempt, Monday through Friday, 9am to 6pm with a 1-hour unpaid lunch.

Ability to work some evenings/weekends to accommodate different time zones may be required.

Physical requirements

While performing the duties related to this job, the employee is regularly required to interact and communicate with executives and other staff members. This position requires sitting, standing, bending, and walking. The employee may occasionally be asked to lift and/or move items up to 10 pounds.

Other duties

This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.

<p>About the company:</p>	<p>Nederlander is a family-owned purveyor of live entertainment since 1912. We operate historic theaters, produce, and present the best in theatrical and concert events, and innovate new ways to engage future generations of theatergoers.</p> <p>Broadway Direct is a national consumer brand that is an official and trusted source for all things Broadway. Broadway Direct presents its customers with relevant Broadway news as well as informing consumers where to purchase authentic tickets online for any Broadway show in NYC and Broadway shows on tour across the country. Broadway Direct was founded by the Nederlander Producing Company of America. Nederlander presents a Broadway Series in more than 35 North American markets. The markets present numerous touring Broadway shows annually ranging from blockbusters <i>Wicked</i>, <i>Disney's The Lion King</i> and <i>Hamilton</i> to the most current Direct from New York Broadway hits.</p> <p>Nederlander West Coast provides equal employment opportunity. Discrimination of any type will not be tolerated. All qualified applicants will receive consideration for employment without regard to race, color, religion,</p>
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	<p>sex national origin, sexual orientation, gender identity, disability, protected veteran status or any other characteristics protected by state, federal and local law. Nederlander West Coast employees take part in annual DEI training.</p> <p>Nederlander and Broadway Direct are 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.</p>
How to apply:	<p>This position will be paid by the Nederlander West Coast entity.</p> <p>Prepare a one page cover letter that outlines the following:</p> <ul style="list-style-type: none">• Why are you interested in working with Nederlander Road Markets?• Why are you the perfect candidate for the job?• What are your career goals? <p>Along with the one-page cover letter, please include a one page resume that highlights your most recent job experience(s) and also your educational background.</p> <p>No phone calls please, all interested candidates must submit their cover letter and resume online to apply@nederlander.com.</p>