



Job Opportunity **Marketing Operations Associate**

Broadway San Diego-A Nederlander Presentation is seeking an experienced and highly motivated **Marketing Operations Associate** with a strong background in ticketing operations, programming, and planning to serve in developing and implementing marketing, promotions, and community engagement campaigns for both the organization itself, and nationally touring Broadway shows and concerts. This position (located in San Diego) will report directly to the Director of Marketing & PR, and work with the Operations, Public Relations, Sales, and Ticketing teams to establish and maintain campaign initiatives.

This is an exciting time to join the Broadway San Diego team. The ideal candidate is organized, detail oriented, energetic, creative, and innovative with a strong passion for the Arts. The candidate should also have proficient skills in Microsoft products, specifically Excel, and can multi-task and stay organized in a fast-paced, productive, inclusive, and diverse environment.

PRIMARY DUTIES

- Reporting: Provide daily and weekly sales and ticketing reports to various departments.
- Programming: Assist with the programming, proofing, and editing of events and offers through the ticketing system (Ticketmaster/Archtics).
- Email communication and patron list management: This will include scheduling, creation, approval, and deployment of BSD email communications to single ticket buyers and Season Ticket Holders. Regular messaging includes show reminders, on sales, presales, show announcements, A/B testing, surveys, special offers and more.
- Mobile App: Oversee the ongoing maintenance and functionality of the mobile app. Duties include Scheduling, creating, and deploying communications (presale, on sale, special offers). This may include updates, enhancements, troubleshooting issues and engaging audiences with new initiatives.
- Digital tracking: Coordinating marketing and promotional digital activities with planning/tracking in place.
- Events: Help in planning and implementing various offsite events to further Brand awareness. This may include set-up, take-down, gathering photos/videos, and staffing at various events.
- Social Media: Work with the Public Relations Manager to elevate Broadway San Diego's social media presence to include content collection, and management of the social media calendar.
- Playbill Program: gathering and sending edits for show Playbills. This position works closely with Playbill's NY rep to update local pages.
- Broadway San Diego Awards: gathering materials for this local high school musical theatre program that is part of The National High School Musical Theatre Awards (The Jimmy Awards). This position also builds the local Playbill for the program.

REQUIREMENTS:

- A Bachelor's Degree or equal work experience Communications, Advertising and/or Public Relations is preferred with a minimum of three years is preferred with an entertainment company, media outlet, or advertising/public relations/communications firm.
- Strong interpersonal skills and commitment to working with a diverse staff in a fast-paced environment.
- Available to work selected nights and weekends during show weeks.
- Experience with a ticketing and/or email database system a plus.
- Some occasional or conference travel may be required.

REPORTS TO: Director of Marketing & PR

WORK SCHEDULE: Full Time/40 hours a week, in-office

COMPENSATION: Starting at \$63,500 annually, commensurate with experience

Broadway San Diego and Nederlander 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 committed to a culture that acknowledges and values Diversity, Equity, and Inclusion.

HOW TO APPLY: We are an equal opportunity employer and welcome all to apply. Interested candidates should send a cover letter, resume and three references with "Marketing Operations Associate" in the subject line to cheideman@broadwaysd.com – No phone calls please. Confidential inquiries welcome.