



What we're looking for: MARKETING MANAGER

Who we are: The Saugatuck Center for the Arts is West Michigan's lakeshore destination for experiencing the joy of professional theater and music, life-changing education for children and adults, and substantive dialogue. We are a community asset, a collaborative partner, and are deeply committed to building a stronger, more vibrant regional arts & cultural landscape.

Why we are hiring a Marketing Manager: The Saugatuck Center for the Arts (SCA) has developed a "sticky", positive brand among guests, donors, volunteers, artists & performers, and educational & community partners. We've done this, over the past 15 years, through distinctive interdisciplinary programming: innovative educational opportunities for children and adults, high quality professional theatrical productions and musical performances, engaging exhibitions, notable special events, and more. We've built a network of collaborative partnerships with schools, other non-profits, and businesses to maximize our service to West Michigan. We need an entrepreneurial creative who can build on our existing communications and marketing efforts, introducing new ways to reach new audiences and share our story.

Purpose of the role: As Marketing Manager, you will help maximize the potential of the SCA with new ideas and approaches. You will work closely with all of our teams (performance, education + exhibitions, rental, operations), leading the overall development and implementation of annual marketing plans to increase institutional and event awareness and drive ticket sales and enrollment for all SCA events. We just completed a strategic planning process with the DeVos Institute of Arts Management; the Marketing Manager works with the Executive Director and Marketing Committee to develop the tactics to implement the plan.

What you need to be successful in this role:

- Gain an understanding of the SCA's mission and programs, per our strategic plan, and propose the budget and accompanying marketing plan to excite guests and increase ticket sales, class registration, event attendance, and rental bookings.
- The ability to create institutional marketing plans to raise the SCA's regional, statewide, and national profile.
- Experiences and relationships to help the SCA connect to new audiences.
- A passion for creativity, for life-long learning, and building a stronger West Michigan community.
- A desire to be known in the community as the face of the SCA and help sustain our brand and reputation.
- Excellent writing and copy editing skills.

- Demonstrated proficiency in relevant software programs to include: Adobe (Acrobat, InDesign, Illustrator, Photoshop,) Content Management Systems, Email Marketing providers such as Mailchimp/Constant Contact, Video editing software (Final Cut Pro).
- Expertise in social media and electronic communications.
- Project management with the ability to meet deadlines.
- The ability to manage multiple tasks in an environment with short deadlines while maintaining close attention to detail.
- Ability to assist at events and performances as needed with occasional evenings and weekends.
- Ability to recruit and supervise interns.

Why you should work with us: Coming off our 15th Anniversary season, with record sales and growing innovative educational programs, we need a highly collaborative, forward-looking thinker to help us move to the next level.

If you are passionate about using your skills to positively impact our West Michigan area, this is an amazing opportunity for you. We're serious when we say that people "experience the joy of creativity" at the SCA. We are a joyful, innovative, highly collaborative team that works together – and with community partners – to provide our community with distinctive creative experiences.

You would be joining a veteran team that is committed to excellence, creativity, relationships, hard work, and positivity. We love the work that we do, and it shows.

Interested in pursuing this opportunity further? Email Executive Director Kristin Armstrong (Kristin@sc4a.org) by Friday, September 22. Please include a resume, cover letter, 2-3 writing samples, 2-3 graphic design samples and videos samples. All are welcomed and encouraged to apply; the SCA is an equal opportunity employer.