



## **Marketing Manager**

Los Angeles Ballet (LAB) is the leading ballet company in Los Angeles known for staging classical, contemporary, romantic and neoclassical ballets, for pioneering new works and for presenting relevant works by many of today's most innovative dance-makers. LAB's original production of *The Nutcracker* is an annual holiday favorite for Los Angeles residents and delights regional, national and international visitors. LAB is the longest operating professional ballet company in Los Angeles history.

The Company Center is in West LA and performances are held at Dolby Theatre in Hollywood, The Wallis Annenberg Performing Arts Center, Royce Hall at UCLA and The Music Center's Ahmanson Theater.

As Los Angeles Ballet marks a milestone 20th season, the Company has implemented a multi-year growth plan to increase programming, talent, community outreach, financial health, overall footprint in Los Angeles and positioning in the national dance community.

## **The Opportunity**

LAB is seeking a **Marketing Manager** to join a collaborative and dedicated staff of a premiere performing arts organization. In collaboration with the Executive Director and Artistic Director, the Marketing Manager will implement brand-building marketing and communications plans that drive revenue, build attendance and long-term patron loyalty while raising LAB's brand position among local, regional and national peer organizations.

## **Key Responsibilities**

- Define new audience opportunities and deepen engagement with existing communities
- Monitor cultural trends and peer organizations to identify new pathways for growth
- Implement and manage paid and organic digital and traditional marketing campaigns to promote performances, programs, and institutional initiatives.
- Implement a social media strategy that is aligned with institutional goals and target audiences.

- Contribute to all social media accounts, including but not limited to Instagram, TikTok, Facebook, YouTube, and LinkedIn, as well as emerging platforms, ensuring consistency, quality, and relevance across channels.
- Develop rigorous analytics and reporting systems to inform decision-making
- Partner with the Development department to align external communications and marketing efforts with institutional patron growth goals
- Manage campaign spending, vendor relationships, and revenue tracking
- Review institutional communications including email, website, social media, and paid advertising for brand consistency.
- Lead subscription and single ticket campaigns focused on acquisition, retention, and loyalty
- Manage projects with in-house and contracted designers to develop creative assets for web, email, direct, collateral, advertising, signage and social channels.
- Build and maintain lists for campaign targeting, audience engagement, and cross-promotions with partner organizations.

## **Qualifications & Experience**

- Demonstrated ability to create and implement social media strategy and manage digital marketing ecosystems
- Demonstrated ability to collaborate with a larger team and with stakeholders across various departments.
- Strong brand sensibility, writing and editing skills
- Minimum of 5 years' experience in marketing or communications in arts related entertainment and/or media
- An understanding of the Los Angeles arts community
- Proven ability to manage multiple projects with attention to detail
- Ability to write and/or edit content for different audiences and platforms.
- Excellent communication and organizational skills.
- Experience with marketing research and quantitative analysis
- Experience with media planning and placement (digital, direct, radio, TV, streaming, OOH, Outdoor, print, brand collaborations)
- Proficient with Word, Excel, PowerPoint, design/layout software, project management and storage platforms, CMS and CRMs, analytics platforms and social media platforms and content scheduling platforms.

Evening and weekend availability is required to support performances, events, and audience engagement.

**Compensation**

\$50,000

100% Employer-paid medical plan

401k Retirement plan

15 PTO days

7 Paid holidays

Flexible Comp days

Hybrid work schedule

**Reports to**

Executive Director

**To apply**

Please email a cover letter and resume to [admin@losangelesballet.org](mailto:admin@losangelesballet.org). Use subject line

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LAB provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.