Digital Marketing Manager

About ArtsBoston

Founded in 1975, ArtsBoston is Greater Boston’s largest nonprofit arts service organization, serving dance and theater companies, musical ensembles, performing arts presenters, museums, and other cultural entities. Our award-winning programs engage 146 member organizations and reach more than 1 million arts consumers each year. We connect the sector and help organizations build audiences through data-driven research, promotional support, networking, convening, and professional development. Our membership ranges from large, well-known institutions to smaller, community-based groups; 60% of our members have annual budgets under $500,000. We advocate for a fair and inclusive arts community working to dismantle systems of oppression and eliminate biases in our culture – and within ourselves to achieve our vision of a vibrant Greater Boston that embraces arts and culture as an invaluable asset that powers ideas and creativity, fosters innovation, and celebrates diversity.

Anti-Racism & Belonging Statement

Our response to the major economic and social disruptions of the COVID-19 pandemic and racial justice reckoning has been grounded in our strategic plan adopted in 2019. We are committed to being the change we seek to support the cultural sector; and to the idea that “building back better” must advance equity in order to ensure more resiliency. We define equity as expanding visibility, engagement, and access for traditionally marginalized communities in the arts, including but not limited to communities of color.

As we chart a course forward, we are evaluating ArtsBoston’s strategy and business model to understand how we can best serve our mission and our community in changing times. ArtsBoston aims to cultivate a staff and board culture that supports individual and collective commitment to embracing a sense of belonging for all; evolves cultural empathy and competence; and attracts people who are excited about helping ArtsBoston deepen its impact across diverse communities in the Greater Boston region.

Position Description & Reporting

ArtsBoston seeks a full-time Digital Marketing Manager to develop and execute innovative and inclusive digital marketing strategies that not only raise the visibility and earned revenue and of our 146 member arts organizations, but also are representative of diverse identities and support anti-racism and belonging goals. The position reports directly to Director of Sales, Membership & Advertising.
Job Responsibilities

Branding & Project Management

- Ensure that ArtsBoston’s brand identity and voice are consistent across all channels
- Contribute to strategy and manage the execution of seasonal promotions that support goals of increasing email subscribers and engagement on social media platforms; and other goals to be determined
- Support external affairs and public relations communications including weekly meetings with Deputy Director, Operations & External Affairs and PR consultant

Social Media

- Create compelling and inclusive social media content that engages and educates ArtBoston’s audience, working closely with key internal and external stakeholders consistently delivering on-brand voice posts that are 100% error-free across all social platforms (currently Facebook, Instagram, Twitter, LinkedIn, and adding TikTok)
- Develop social media marketing campaigns that align with overall marketing goals and set and report out on key performance indicators (number of shares/likes, audience growth, newsletter growth etc)
- Execute daily community management of social media platforms (i.e. liking photos, commenting, responding, tweeting, sharing, increasing social outreach, etc.)
- Plan and implement paid social media marketing campaigns on all platforms
- Monitor for brand mentions across all social media channels. Identify and engage with posts that provide an opportunity to positively impact brand reputation and work with internal resources to respond to questions in a timely manner
- Stay up-to-date on new social media tools and best practices, identifying ways for ArtsBoston to be at the forefront of social media trends
- Coordinate with NAAC Boston staff on social media content and strategy
- Continue to grow and manage ArtsBoston’s relationships with local, regional, and national social media influencers

Email Marketing/Blog Content

- Develop and manage ArtsBoston email marketing calendar including ArtsBoston weekly, BosTix Deals and other public emails
- Write, design, test and schedule emails, collaborating with internal resources, BosTix, and other departments to develop and produce email newsletters
- Collaborate with Director of Sales on increasing email list size
Digital Marketing Manager

- Optimize email performance via A/B and split tests
- Analyze email performance data to better understand ArtsBoston’s audiences, improve email marketing KPIs and make actionable recommendations that will optimize email performance
- Manage ArtBoston’s monthly blog schedule recommendations and content including guest blogger program in partnership with Program Coordinator

Media Partnerships and Trade

- Recommend and maintain new community and media partnerships to support ArtsBoston and its diversity and inclusion goals with various local and regional outlets

Website

- Make content updates to ArtsBoston’s website and provide Analytics reports as needed to support fundraising and year-end financial reporting
- Manage Google Adwords Grant with support from consultant as needed

Qualifications

Knowledge and Experience

- Experience engaging with and holding space for diverse perspectives and identities, including but not limited to communities of color, disability, age, gender identity, and/or sexual orientation
- Superior listening, documentation, writing and proofreading skills
- Knowledge of and passion for Greater Boston’s arts community
- Experience in digital marketing campaign management and knowledge of and ongoing curiosity for technology and engagement trends
- Experience in data analysis, campaign tracking, and strategic marketing plans
- Expertise in project management or organizational skills, including ability to multi-task and work under tight deadlines
- Strong content creation skills with knowledge of audience analysis, social media, and web content; SEO knowledge preferred
- Strong computer skills, including proficiency with Microsoft Office Suite, MailChimp (or other email platform), Zoom (or other virtual meeting platforms), survey and project management tools, Wordpress and graphic design experience a plus
- Experience in design and branding preferred
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- Technical skills (understanding not all candidates will have all skills): Canva or Photoshop/InDesign, Wordpress, Google Analytics, Google Adwords, Facebook, Instagram, LinkedIn, Twitter, TikTok

- Any equivalent combination of education, experience, and training that provides the required knowledge, skills, and abilities will be considered

Personal Qualities

- An empathetic person who respects and can incorporate diverse perspectives
- A positive, creative thinker and self-starter with proven ability to communicate ideas and provide creative solutions and process recommendations to advance projects
- Strong organizational skills; deadline and service driven
- Focused, flexible, collegial, and team oriented
- Engenders trust; self-aware and open to feedback
- Curious and willing to learn
- Operates with a high degree of integrity and respect
- Passionate about making a difference

Job Structure and Benefits

This position is full-time. Occasional weekend and evening hours will be required. Salary range is $50,000 – $60,000, commensurate with experience. ArtsBoston offers a comprehensive benefits package including 100% medical insurance, 100% dental, an FSA plan, life insurance, long-term and short-term disability, and a 401k retirement savings plan PLUS frequent opportunities to attend arts performances and events. We encourage and support participation in professional development opportunities, including conferences, trainings, and other skill and experience building offerings.

ArtsBoston is committed to building a team who reflects the diversity of Greater Boston. People of color, members of the LGBTQ community, and people with disabilities are strongly encouraged to apply.

COVID-19 Update and Hybrid Work Environment

This position is fully remote for the immediate future however preference will be made for candidates currently living in the Greater Boston area. ArtsBoston is planning for a gradual hybrid transition to in-person meeting space as needed.

Vaccination Requirement

All current ArtsBoston employees are required to be vaccinated for COVID-19 and stay up to date on recommended vaccination schedule from the CDC. ArtsBoston requires any new employees to be fully
vaccinated by date of hire, absent a medical or religious accommodation as approved by the Deputy Director, Operations & External Affairs.

**How to Apply**
To express your interest in this role please submit your materials in any format that demonstrates to us your relevant experience and why you are interested in this position to jobs@artsboston.org. Include DIGITAL MARKETING MANAGER in the subject line.