JOB TITLE: School Marketing Manager  
DEPARTMENT: Boston Ballet School (BBS)  
LOCATION: 19 Clarendon Street, Boston, MA  
JOB DATE: December 7, 2016  
REPORTS TO: Managing Director  
POSITION STATUS: Full-time, Exempt with benefits  

DESCRIPTION:

The School Marketing Manager is a full-time, exempt position responsible for the creation and execution of Boston Ballet School’s (BBS) marketing campaigns to meet enrollment and revenue goals. Campaigns include retention and acquisition activities across all media channels to promote the School’s core programs and special initiatives. BBS serves over 5,000 students from toddler to adult in three Boston area locations and generates ~ $7.6MM annually.

She/he plays a key role integrating School marketing activities with institutional efforts, while also overseeing BBS content for direct mail, website, print and digital advertising, digital advertising, and customer communications. She/He is responsible for overseeing the calendar of customer communications including deploying 100+ emails a year.

The School Marketing Manager is a member of the BBS management team and reports directly to the Managing Director. She/he also works in close consultation with BB Director of Marketing and Promotion to develop strategies, facilitate execution and ensure brand guidelines are followed.

RESPONSIBILITIES:

Campaign development and execution (60%)

- Aligns enrollment and revenue goals with data and trends to develop highly strategic campaigns
- Manages relationships with external Media Buyers and Digital Consultants
  - Briefs teams on campaign goals, key events and activities
  - Communicates regularly on progress against goals
  - Analyzes channel and campaign effectiveness
- Executes retention and acquisition communications
  - Writes and deploys e-communications
  - Develops a communication flow for all School campaigns
  - Works closely with BB Marketing team to design and create digital and print collateral
  - Supervises creation and edits all website content working in consultation with BB Web Manager and aligned with BB best practices.
  - Supervises creation and posting of content on Social Media outlets (Facebook and Instagram) to support campaign objectives and customer engagement, working in consultation with BB Social Media Manager and aligned with BB best practices.
- Attends key BB Marketing department and all BBS team meetings
- Work across departments to coordinate cross-promotion of events and initiatives

Segmentation and analysis (20%)

- Tracks and reports campaign results to internal Management Team and external media partners
- Incorporates data-driven analysis into campaign strategies and tactics
- Through consultation with Director of Marketing and Promotions, ensures consistent and systemic use of Marketing recommended tools and best practices
- Delivers strategic recommendations on campaign, sales and enrollment strategy adjustments to BBS administrative leadership team
• Enhances methods of communication for incorporating BBS faculty into marketing and enrollment campaigns, where appropriate.

Oversee BBS Marketing Budget (10%)  
• Work with BBS Managing Director and Director of Operations to set annual marketing budget  
• Track marketing spend by initiative/program

School Special Events and Administrative Support (10%):  Supports and attends key BBS initiatives such as Open Houses, Spring Showcase, Next Generation; other job-related assignments as required.

QUALIFICATIONS:
The ideal candidate is a self-starter who is able to work both independently and as part of a team and must possess excellent written and verbal communication skills. She/he must have a strong understanding of best practices in retention and acquisition campaign development with knowledge of Ecomm, Social Media and direct mail marketing channels. She/he should demonstrate exceptional customer service skills and the ability to work collaboratively with colleagues across departments.

• Bachelor’s degree in marketing/communications/journalism/education/business administration, plus a minimum of five years’ experience in a related position  
• Ability to manage multiple priorities with excellent attention to detail and work well in a fast-paced environment  
• Highly analytical – can demonstrate proficiency in executing data-driven decisions and tracking the performance of marketing campaigns and initiatives  
• Effectively handle multiple projects and stakeholders, while driving toward deadlines  
• Knowledge of dance education, ballet and/or performing arts a plus but not required  
• Fluent Spanish Speaker a plus but not required  
• Flexibility, positive attitude, and strong work ethic  
• Excellent computer/technology skills - Microsoft Office, Wordfly or large-scale email delivery system, Tessitura, and CMS’s a plus; and strong understanding of digital media and IT Proven track record of strong organizational and project management skills in a fast-paced environment

Boston Ballet is an Equal Employment Opportunity Employer

CONTACT INFO:  
To apply for this position, please send a resume, cover letter, and three applicable writing samples (or writing portfolio link) to jobs@bostonballet.org. IMPORTANT – PLEASE INCLUDE THE NAME OF THE POSITION FOR WHICH YOU ARE APPLYING IN THE SUBJECT LINE OF YOUR E-MAIL. No phone calls please.