

# BRECK CREATE

## TITLE OF POSITION

Marketing Manager

## REPORTS TO

Senior Director of External Relations

## JOB CLASSIFICATION

Full-Time Exempt

## POSITION DESCRIPTION

The Marketing Manager is responsible for the development and execution of a holistic marketing strategy for Breck Create. This role will partner with the Senior Director of External Relations to promote Breck Create's robust arts and cultural offerings, increase the visibility of the organization and encourage participation + community engagement. The Marketing Manager will be expected to explore and implement new marketing and promotional tactics and support special projects as needed. This individual will bring an innovative approach and mindset to the promotion of Breck Create and its mission: to deliver inspiring creative experiences that enrich the quality of life and quality of place for everybody who lives, works or plays in Breckenridge.

## KEY RESPONSIBILITIES

- Collaboratively develop, deliver and execute effective marketing plans for all events and programs including Festivals, exhibitions, art classes + workshops, Riverwalk Center performances, Artists-in-Residence, fundraising events and other special events
- Collaborate with other departments, artist teams, talent buyers, and promotional partners to implement the best marketing plan for the event and target audiences
- Manage and schedule all marketing and promotions across the various modes and channels:
  - Digital: Website, paid and organic social media, e-newsletters, SEO efforts
  - Print: Posters, magazine ads, Summit Daily news ads, direct-mail pieces, venue displays
  - Other: Radio, grassroots marketing, street team
- Assist in brand adherence/consistency across channels
- Build relationships with partners including local businesses, lodging companies, tourism office, etc. to build co-promotional partnerships and collaborate on grassroots marketing
- Collaborate with Senior Director of External Relations to develop concepts and write copy, ensuring alignment with objectives and timelines
- Work with graphic designer to create art and collateral for the organization
- Provide process recommendations and input to the leadership team with regard to marketing workflows and schedules
- Process and code marketing expenses according to the marketing budget
- Regularly analyze and report on the effectiveness of marketing efforts through data and attendance reports
- Identify new methods to creatively market the organization's events, programming, and seasonal series to extend Breck Create's reach and budget
- Attend and actively engage in marketing meetings when necessary
- Attend organizational and community events on a regular basis and as requested

## **WHAT YOU SHOULD KNOW**

This job is located in Breckenridge, Colorado, and is predominantly an in-person position, with potential for hybrid flexibility. The individual in this role may need to be present for evening and weekend events.

## **WHAT WE CAN OFFER**

The salary range for this position is \$60,000-\$70,000 annually. Salary to be determined by the applicant's education, experience, knowledge, skills, and abilities, as well as internal equity and alignment with market data. Benefits include:

- Health, Dental, Vision Insurance (80/20)
- 401(K) Match up to 3% – eligibility requirements for participation and match
- Parking Pass
- Paid Personal Time
- Cell Phone Stipend
- Short and Long-Term Disability Insurance (100% employer paid)
- Art Classes/workshops at no charge – employee only

## **POSITION REQUIREMENTS**

- Bachelor's degree in marketing, journalism, another related field OR equivalent work experience
- 2-5 years of experience in event marketing, arts marketing, non-profit marketing or similar
- Demonstrated ability to create and execute detailed marketing plans for a variety of programming
- Sharp visual eye and the ability to direct a graphic designer in producing visual display ads and printed collateral. Excellent copywriting and proofreading skills.
- Deep understanding of existing and emerging social media platforms, both paid and organic; proficient with Facebook Ads Manager + Business Suite, Instagram, and other social channels
- Knowledge of the local media landscape in regard to radio, print, and promotional partners a plus
- Proficient in Microsoft Office Suite, Mailchimp, website content management systems, and experience in Adobe Creative Suite programs a plus
- Passion for the arts, and producing/marketing live events
- Knowledge of Breckenridge, Summit County along with an understanding of the town and region's values and vision
- Creative problem-solver with excellent verbal and written communication skills
- Task-driven with ability to plan and manage multiple projects simultaneously
- Extreme attention to detail and highly organized
- Positive, solution-oriented attitude with a focus toward customer service and ability to develop and maintain solid relationships with artist teams, staff, clients, and promotional partners

## **HOW TO APPLY**

Submit your resume and cover letter to [careers@breckcreate.org](mailto:careers@breckcreate.org) for consideration.

Breck Create is committed to having voices in our organization and coalitions that bring diverse perspectives. We strongly encourage and seek applications from people of color, people with disabilities, women, men, non-binary individuals, bilingual and bicultural individuals, veterans, and LGBTQ individuals.

Breck Create is an equal opportunity employer. Applicants will not be discriminated against because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition, or any protected category prohibited by local, state or federal laws.