



**Position Announcement/Description**  
**Midland Center for the Arts**  
**Midland, MI**

**Position Title:** Marketing & Advertising Manager  
**Supervisor:** V.P. Communications & Marketing  
**Classification:** Full time Exempt  
**Salary:** \$45,000 - \$52, 000  
**Last Updated:** November 22, 2024

**About Midland Center for the Arts**

The Midland Center for the Arts is a cultural destination where people find meaning and connection in their busy lives. One of Michigan's largest non-profit arts organizations, the Center is a unique cultural complex located in the city of Midland, Michigan. The 275,000SF facility encompasses an auditorium theater (1500 seat) that presents touring Broadway and national artists and entertainers, a mid-sized theater (400 seat) for touring programs and locally-produced theater, a four-story hands-on, interactive museum of science and art, a historical campus, and an in-house community theater and professional regional symphony.

World-class entertainment and programming begin with sharing the stories and experiences that look like the world. At Midland Center for the Arts, we strive to create a workplace and patron experience where all people feel welcome and engaged. Our organization celebrates diversity in all of its forms while pursuing our mission as the cultural destination for the Great Lakes Bay Region. Our work reflects our community and our values as an inclusive and accessible home for art, science and history exploration. Our organization is committed to including voices of those varying in abilities, ages, ethnicities, gender identities & expressions, races, religions, sexual orientations, and socioeconomic backgrounds.

**POSITION CONCEPT:** This position is responsible for advancing the mission and brand of the Center by creating, implementing, and coordinating marketing plans, media buying, content creation, and other special projects as assigned. The ideal candidate is a team player, has strong written and verbal communication skills, has experience in the stated areas, and is extremely detail-oriented and organized.

**DUTIES AND RESPONSIBILITIES:**

The duties of this position include, but are not limited to:

**Marketing/Sales Efforts:**

- Create, manage, and implement sales and marketing strategies and tactics to reach appropriate target audiences and revenue goals, including but not limited to effective promotions and marketing plans.
- Negotiate and manage media buys with vendor representatives.
- Create content for, implement and manage paid social media campaigns.
- Lead analysis advertising and paid social media campaign success, and adjust tactics and strategy as warranted.
- Develop and manage email marketing program. In collaboration with the marketing team, oversee content, design, segmentation, deployment, tracking and optimization.
- Manage website, including content strategy, SEO, analytics and user experience ensuring the highest standards of functionality. Devise strategies to optimize performance, increase online traffic, and improve usability.

- Track marketing budgets and manage advertising expenses.
- Report on all marketing plans, including but not exclusive to, preparing advertising settlements as necessary.
- Assist in the creation and ideation of unique and original organic social media content to complement paid postings.
- Work in collaboration with marketing department team on creative projects which include but is not limited to, creating videos and photos.
- Direct promotional partnerships in collaboration with marketing team.
- Provide support for event-related initiatives and events, including identifying and staffing off-site community outreach events.
- Serve as a marketing liaison to various internal departments and external volunteers and stakeholders as necessary.
- Lead departmental and inter-departmental meetings as assigned.
- Uphold the values of the Center, including aiding in a collaborative and welcoming environment.
- Performs other duties as assigned.
- Maintains confidentiality.
- Adheres to all Center policies and procedures.
- Attend all required meetings and trainings, including but not limited to safety trainings, IT trainings, HR meetings and trainings, and DEIA trainings.

### **Marketing/Project Management**

- Experience with appropriate analytics tools for: Advertising and PPC, SEO, Social Media Management, and Conversion Optimization.
- Be proficient in project management software, ASANA; organize and monitor marketing and graphic projects in the system.
- Be proficient in Microsoft Office software, including but not limited to Word, Excel, and Power Point.
- Project manage marketing plans including crafting creative copy, working with the graphic designer to develop marketing assets, proofreading to ensure materials are accurate, and ensuring materials are completed in a timely fashion. Other proofreading duties as assigned.
- Stay abreast of emerging technologies and provide thought leadership and perspective for adoption where appropriate.
- Put together materials and attend outreach/community events to represent the Center and the Museum in the Great Lakes Bay Region (i.e. Chamber breakfasts, college fair days, etc.) as assigned.
- Be knowledgeable on all of the Center's current programming and exhibits.
- Attend programs/events to provide input and analysis on the Center's practices and to stay current with what is offered in the industry.

### **PREFERRED KNOWLEDGE, EXPERIENCE AND ABILITIES:**

#### **Qualifications:**

- Commitment to diversity, equity, inclusion, and access, and a desire to work with people across many lines of difference.

#### **Education and Experience Requirements:**

- Bachelor's in Arts Administration or Marketing preferred, but not required.
- Experience working in the arts, museums or performing arts preferred, but not required.
- Three plus years in strategic digital marketing and social media management.

- Demonstrable experience in designing and implementing successful digital marketing campaigns.
- Applied knowledge of best practices in paid search, display advertising and retargeting.
- Experience strategically managing social media to achieve and sustain growth targets for social platforms.
- Familiarity with best practices in web design, user experience, SEO and analytics.
- Experience developing and managing strategic email marketing programs.
- Excellent written and communication skills

**Application Information:**

Email Cover Letter and Resume to Apply:

*Human Resources at: [HR@midlandcenter.org](mailto:HR@midlandcenter.org)*