



## **Marketing Manager**

### **Job Description**

Founded in 1976 by award-winning director Lou Bellamy, Penumbra is a nationally recognized organization housing Minnesota's only black professional theatre company. Penumbra has earned tremendous accolades, producing over 200 plays, over 30 premieres, and has cultivated generations of artists of color. Through our powerful art, we open hearts, rehearse strategies for change, and dispel dehumanizing narratives of people of color.

Today, under the leadership of Sarah Bellamy, Penumbra is a performing arts campus and center for racial healing that nurtures Black artists, advances equity, and facilitates wellness for individuals and community. Our space centers the Black experience, learns from and supports people of color who are not Black, and welcomes white individuals interested in building resiliency and competency for racial equity work. The Penumbra Center for Racial Healing strives to stand in solidarity with Indigenous communities upon whose land the work is located.

The Marketing Manager is responsible for implementing enterprise-wide marketing and communication plans, coordinating the development of marketing content and assets, and managing the administrative functions of the department. The Marketing Manager is a full-time, salaried position that reports to the Director of Marketing and collaborates closely with staff, consultants, artists, and external vendors.

### **RESPONSIBILITIES**

*Under the guidance of the Director of Marketing, the Marketing Manager's responsibilities include:*

#### **Marketing and Communications**

- Implement multi-channel marketing campaigns to support audience participation and brand awareness.
- Collaborate with the Director of Marketing on campaign messaging, positioning, and content refinement.
- Develop content plans to promote programs, events, and initiatives and increase brand awareness, interest, and engagement.
- Distribute content for review and collate edits.



- Ensure all marketing communications and materials reflect Penumbra's brand standards, voice, and organizational priorities.
- Ensure all marketing communications and materials are completed in an accurate and timely manner.
- Identify, pursue, and steward earned media opportunities that expand audience reach and strengthen brand awareness.

### **Creative Production**

- Prepare creative briefs that translate campaign objectives into actionable design direction.
- Help coordinate the production of marketing assets with graphic designers, photographers, videographers, printers, media partners, and other creative vendors.
- Support creative review and revision cycles in collaboration with the Marketing Director.
- Maintain quality control to ensure all creative materials meet organizational standards before publication.

### **Digital Marketing**

- Maintain and update website content, event pages, landing pages, and digital assets.
- Schedule and publish social media content across organizational platforms.
- Coordinate paid digital advertising campaigns.
- Assist in optimizing digital content for strategic audience engagement and search engine performance.

### **Marketing Operations**

- Maintain departmental marketing calendars, project management systems, and campaign documentation.
- Coordinate internal marketing requests and assist departments with promotional planning.
- Organize marketing assets, templates, and digital files.
- Recommend and implement improvements to marketing workflows and operational processes.

### **Analytics & Reporting**

- Track campaign performance across email, social media, website, advertising, and other marketing channels.
- Prepare regular reports summarizing campaign performance and audience engagement metrics.
- Maintain marketing dashboards and campaign data.



- Assist the Marketing Director in evaluating campaign effectiveness and identifying opportunities for continuous improvement.

### **Vendor & Partner Coordination**

- Serve as the primary day-to-day contact for marketing vendors and creative partners.
- Coordinate production schedules with designers, photographers, videographers, printers, publications, advertising vendors, and freelance consultants.
- Track project timelines, deliverables, and marketing-related invoices.

### **Collaboration**

- Partner with departments across the organization to support marketing campaigns that align with organizational priorities.
- Participate in campaign planning meetings and contribute ideas to support campaign execution.
- Foster collaborative relationships with staff, artists, consultants, community partners, and vendors.

### **Qualifications**

- Excellent written, verbal, and interpersonal communication skills, with the ability to create compelling marketing content and collaborate effectively across departments.
- Strong project management, organizational, and time management skills, with the ability to manage multiple campaigns simultaneously.
- Strong attention to detail and commitment to producing high-quality work.
- Experience supporting integrated marketing campaigns across digital and traditional channels including social media, web, institutional email and more.
- Proficiency with email marketing platforms, content management systems, social media management tools, and Microsoft Office Suite.
- Experience coordinating creative production and working with designers, photographers, videographers, printers, and external vendors.
- Ability to analyze marketing performance metrics and prepare reports that inform future campaign planning.
- Flexible, collaborative, and eager to contribute within a team-oriented environment.
- Curiosity, creativity, and a desire to continually learn and improve.
- Bachelor's degree in Marketing, Communications, Public Relations, Arts Administration, or a related field, or equivalent professional experience.
- Three to five years of progressively responsible experience in marketing, communications, advertising, or a related field.



- A passion for the performing arts, storytelling, racial equity, and community engagement is preferred.

The Marketing Manager is a year-round, full-time position. Penumbra Theatre Company, Inc. is an Equal Opportunity Employer that values a diverse and inclusive environment. This is a hybrid remote and in-person position; occasional participation in evening and weekend events is required. Candidates must submit a resume, cover letter, and provide positive references from previous employers. All applicants are welcome.

Job Details:

Salary Range: \$50,000-\$60,000

Benefits: Yes

Position Type: Full time

Job Category: Manager