

Anchorage Concert Association (ACA) Position Description

Position: **Digital Marketing Manager**

Updated: October 2022

Responsible to: Executive Director

Approved by:

Status: Full time, hourly (\$20 to \$22 DOE)

Date of Approval:

Work Schedule: Generally 8 a.m. to 5 p.m., Monday through Friday, with a one-hour lunch.

Occasional work in early mornings, evenings, and weekends, particularly during show season (September through May).

Position Summary: The Content Manager plays a pivotal role in ACA's overall communications strategies across traditional, social, and digital media spaces. The position is responsible for the creation of clear, consistent, and creative communication materials. The position serves as a member of the Communications team, providing input into all aspects of the communications of the organization.

The following is intended to be representative of the work performed by incumbents in this position and is not all-inclusive. The omission of a specific duty or responsibility will not preclude it from the position if the work is similar, related, or a logical extension of position responsibilities.

General Duties

- Supports Anchorage Concert Association's mission to inspire and enhance community through the performing arts and its core values of striving for excellence, innovation and creativity, exercising stewardship, and connecting with community.
- Works cooperatively and collaboratively with peers, board, and volunteers in a team based environment.

Essential Duties

- Collaborates closely with the Communications team to develop content that is compelling, culturally resonant, tailored to target audiences, and aligned to organizational goals
- Writes original copy and edit content for a range of marketing, development, fundraising, and communication materials
- Creates and curates social media and web content to promote Anchorage Concert Association concerts and events
- Initiates creative strategies and solutions to tell the Anchorage Concert Association story
- Along with the Communications Team, develops and manages consistent organizational brand, identity, and voice for all communications
- Manages Anchorage Concerts website content and monitors and reports on traffic and analytics
- Manages content calendar for all digital communication activities based on marketing plan
- Analyzes, measure, and report on effectiveness of social media activities
- With the Communications Team, develops strategies and marketing targets, create and send email campaigns, and evaluate the effectiveness of email marketing strategies
- Manages email lists
- Research and maintain knowledge of social media best practices and benchmarks

Minimum Qualifications, Skills, and Experience

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations can be made to enable individuals with disabilities to perform the essential functions.

- Passion for the mission, vision, and values of Anchorage Concert Association and the ability to share this mission and vision with the general public
- Bachelor's degree or 2 years minimum experience in marketing, communications, public relations, journalism or related field
- Excellent writing and editing skills and ability to craft messages with clarity and a strong sense of purpose and develop concise narratives that engage the audience
- Ability to distill complex ideas into plain language across long-form, short form, and video content
- An understanding of creating digital content, digital marketing, and social media trends
- Flexible and adaptable, able to react quickly to changing requirements and new challenges
- Demonstrated ability to champion new ideas, approaches, and solutions
- Proficiency with email marketing tools like MailChimp, social media or other related tools
- Ability to work evenings and weekends on occasion
- Willingness to travel for training as necessary
- Ability to work in a team environment
- Ability to establish and maintain effective working relationships within the organization and deal tactfully with the public.
- Must be vaccinated for COVID-19

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The employee is regularly required to use hands to finger, handle, or feel
- Reach with hands or arms
- Talk and hear
- Employee frequently required to walk at least 3 blocks
- Occasionally required to stoop, kneel, crouch, or crawl
- Must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds
- Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, and ability to adjust focus

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment can be moderate to loud.