

Job Title: Marketing Manager
Location: Medford and Jacksonville, Oregon
Annual Salary Range: \$50-65,000
Reports to: Marketing & Communications Director
Supervises: N/A
Duration: Full-time
FSLA Status: Exempt



Britt Music & Arts Festival seeks a MARKETING MANAGER to join our team.

POSITION SUMMARY

The Marketing Manager is a crucial part of the marketing team, contributing to planning, execution, support, and evaluation of all marketing campaigns for Britt. This position takes a lead in content strategy and development, including email, website, and social media, as well as monitoring engagement and efficacy. Working closely with the Marketing & Communications Director, the Marketing Manager will be responsible for building on Britt's long success to increase sales-based revenue, build patron loyalty, and grow Britt's brand recognition in Southern Oregon and beyond.

DUTIES AND RESPONSIBILITIES *(including but not limited to)*

Content:

- Develop and execute content strategies, including email and social media (copywriting and basic video and photo capture and editing)
- Serve as point person for the Website. Manage all content including creating events and pages, plus working with various departments on updates throughout the season.

Marketing, Communications, and Events:

- Create and distribute press releases with the support of the Director of Marketing & Communications
- Manage email calendar and work with graphic designer to build and request assets
- Attend or be on-call for *all* in-person performances (estimated 37-40 in the coming season), serving as the point of contact for photographers, media, and artists' publicists, as well as capturing content
- Support the set-up and event flow of Education events, serving as the onsite marketing representative capturing content as well as archive footage.
- Manage onsite meet & greets with artists
- Attend other required special events

Data:

- Monitor sales and share current sales reports with Marketing & Communications Director and generate strategic recommendations for improving sales trends and meeting revenue forecasts.
- Identify and define existing patron segments in database based on type of purchases, frequency of purchases, event attendance, and overall contributions to the organization.
- Monitor efficacy of email and social media. Generate strategic recommendations for improving engagement and/or sales.

QUALIFICATIONS

- A background in organizational marketing equivalent to 5 years professional experience.
- Excellent verbal and written communication skills; ability to communicate effectively with colleagues, members of the public, and project partners in a variety of circumstances

- 3 years of demonstrable experience creating engaging, accessible, high-quality marketing and promotional content and collateral
- The ability to develop and use systems to plan and track projects
- Intercultural competency, ability to interact with and engage a diverse array of individuals with diplomacy and respect
- Competency with basic computer programs, CRM experience (Spektrix), email marketing systems (DotDigital), social networking channels (Instagram, Facebook, TikTok, X/Twitter, LinkedIn) and analytics/scheduling/project management software (GA4, Asana, Later.com)
- An enthusiasm for data analysis and an understanding of how that affects marketing decisions
- An interest in or curiosity about music, the arts, and cultural institutions as community builders

COMPENSATION & BENEFITS

This full-time exempt position is in Band D of Britt's compensation structure and offers a starting salary in the range of \$50-65,000 annually. Additionally, Britt offers an excellent benefits package including 100% of health, dental, and vision insurance paid for employees beginning the first day of the month following employment; life insurance coverage of \$25,000 comprising two separate policies; 16 annually accrued days of flexible time off plus extended sick leave; 11 paid holidays; and a paid week off every year between Christmas and New Year's days. At three years of service, employees are eligible for 50% of family/dependent health insurance coverage and additional flexible time off days. Britt employees also receive perks like complimentary concert tickets.

WORK SCHEDULE, ENVIRONMENT & PHYSICAL REQUIREMENTS

This is a full-time, exempt position. As an events-driven organization, Britt's work schedule varies depending upon the activities of the season and the day. This position requires working many nights and weekends during the summer months, with flexibility from October-April.

This position has two primary work locations: the administrative office in downtown Medford, and the Britt hill park in Jacksonville, Oregon. We strive to offer a flexible work-from-home hybrid schedule, which generally allows employees to work from home two days per week.

During in-office days, this position requires frequent computer use and the ability to sit or stand for extended periods of time. While at the Britt hill park, this position requires the ability to carry items of up to 30 pounds, to sit or stand outdoors for long periods of time, and to travel up and down steep hills.

TO APPLY

Please submit a statement of interest and a resume as a PDF, and a link to your portfolio/ 2-3 examples of social content you have created to fran.jamison@brittfest.org. Please use the subject line "Marketing Manager application – YOURLASTNAME". Applications will be reviewed beginning December 1.

Britt Music & Arts Festival is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, pregnancy (including childbirth, lactation and related medical conditions), national origin, age, physical and mental disability, marital status, sexual orientation, gender identity or expression, military and veteran status, and any other characteristic protected by applicable law. Britt believes that diversity and inclusion among our teammates is critical to our success, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool. All are encouraged to apply.

ABOUT THE ORGANIZATION

Britt Music & Arts Festival is a mission-driven community-based arts organization founded in 1963 in Jacksonville, Oregon. Britt provides the best in entertainment, engagement, and education to Southern Oregon audiences through a diverse array of arts events: approximately 30 popular music & comedy

shows, 6-7 orchestra performances, and dozens of admission-free education events each year. Recent performers include: emerging country star Jordan Davis, gospel legend Mavis Staples, Pulitzer prize-winning composer and musician Caroline Shaw, contemporary jazz icon Norah Jones, and so many more. Britt's programs and grounds are enjoyed by around 100,000 people each year, and we strive to serve the broadest possible community with opportunities for discovery through the arts. Britt's identity is closely tied to the public park known as the Britt Hill, which we steward 365 days per year and host the majority of our performances. Learn more at brittfest.org.