Marketing Coordinator, Ticketing and Marketing Strategy

The Music Center convenes artists, communities, and ideas with the goal of deepening the cultural lives of every resident in Los Angeles County. The non-profit performing arts organization has two divisions: TMC Arts and TMC Ops. TMC Arts, The Music Center’s programming engine, provides year-round programming inside The Music Center’s four theatres, on The Music Center Plaza, outside at Grand Park—a 12-acre adjacent green space—and in schools and other locations all over Los Angeles County. TMC Arts presents world-class dance with *Glorya Kaufman Presents Dance at The Music Center*, free and low-cost public concerts, and events, as well as K–12 arts education programs. TMC Ops manages the theatres, the Plaza and Grand Park on behalf of the County of Los Angeles. The Music Center is also home to four renowned resident companies—Center Theatre Group, Los Angeles Master Chorale, LA Opera and LA Phil. Each of these companies is responsible for their own programming and marketing.

The Marketing and Communications Department has an immediate opening for a Marketing Coordinator, Ticketing and Marketing Strategy.

The Marketing Coordinator helps advance the priorities of the Marketing and Communications Department, which functions like an in-house agency for The Music Center, promoting both The Music Center as a destination as well as marketing the events, performances and experiences curated and produced by TMC Arts, The Music Center’s programming arm.

The Marketing Coordinator reports to the Assistant Vice President, Ticketing and Marketing Strategy, but also takes direction for projects from the Assistant Vice President, Marketing and Brand Communications. The coordinator’s primary focus is to support paid ticketed events, with a particular emphasis on advertising and other marketing initiatives for The Music Center’s dance series, *Glorya Kaufman Presents Dance at The Music Center*. This includes, but is not limited to, support for advertising, ticketing, budgeting, and production of printed and digital programs for the series.

**PRINCIPAL DUTIES & RESPONSIBILITIES:**

- Works with the Assistant Vice President, Ticketing and Marketing Strategy, to help manage the marketing campaigns for *Glorya Kaufman Presents Dance at The Music Center*.
  - Maintains the advertising calendar for the dance series to track all purchased media placements and incorporate trade media placements when appropriate.
  - Executes approved media buys for the dance series, including procurement of media schedules, rates, placement of approved advertising and fulfillment as it relates to trafficking assets to vendors.
  - Cultivates and maintains relationships with advertising and media partners.
  - Works with graphic designer to create all marketing and advertising assets.
- Facilitates internal and external approval process of all marketing and advertising assets.
- Oversees the design and production of the printed and digital programs for the dance series.
• Tracks all advertising expenses to ensure all projects stay within budget.
• Processes internal and external ticketing requests.
• Posts calendar listings.

• Provides support for the marketing campaigns for other non-dance paid ticketed events as guided by the Assistant Vice President, Marketing and Brand Communications.
• Provides administrative support, including but not limited to, calendar maintenance and scheduling, sending meeting invitations, distributing agendas in advance, scribing notes as needed and tracking items in progress.
• Supports the department on projects and at Music Center events and performances as needed.

QUALIFICATIONS AND REQUIREMENTS:

• High school diploma required. Bachelor’s degree in marketing and communications or related field preferred.

• Has robust project management skills and is highly organized with strong ability to effectively prioritize projects with conflicting deadlines.

• Demonstrates strong critical-thinking, problem-solving and time management skills.

• Effectively communicates information and ideas in both written and verbal formats in a highly professional and effective manner.

• Works as a team player and collaborator.

• Able to learn new techniques quickly.

• Must be highly dependable and maintain excellent attitude and punctuality.

• Works well under pressure and can adapt to changing needs as identified by supervisor(s).

• Must be willing to work overtime and on weekends as needed.

• Intermediate experience with MS Office Suite (Word, Excel, Outlook, PowerPoint) required.

• Experience with a relationship database such as Tessitura, Adobe Creative Suite (Photoshop, Illustrator, INDESIGN, etc.), Mondays.com or similar project management software a plus.

• Experience working with arts organizations, museums or other comparable cultural and/or non-profit institution is highly desirable.

PLEASE NOTE: Currently, the position is working remotely; however, a return to the office environment at some level will be required based on the responsibilities of the position.

VACCINATION POLICY
The Music Center requires its employees to be vaccinated against COVID-19, subject to certain exemptions as required by law. New hires working at The Music Center must be fully vaccinated no later than 60 days after hire and until they are fully vaccinated will be required to submit weekly proof of negative laboratory COVID-19 test and submit to additional masking and social distancing requirements. Please contact The Music Center’s Human Resources Department for a copy of the vaccination policy.
**SALARY:**
Commensurate with experience. This is a full-time non-exempt hourly position; compensation package includes health and welfare benefits, paid vacation, and sick days, 401(k) plan with employer contribution.

**HOW TO APPLY:**
To be fully considered for the position, please submit a cover letter, resume, and salary expectation to: Jobs@MusicCenter.org

EQUAL OPPORTUNITY EMPLOYER