Marketing Manager, Grand Park

The Music Center of Los Angeles County is seeking a creative, experienced, community-focused, equity and inclusion values-driven and highly digitally fluent marketing professional to join the Grand Park team, part of the TMC Arts division of the Music Center. In this role, they will help achieve The Music Center’s mission of deepening the cultural life of every Angeleno and further Grand Park’s vital role as LA’s Park for Everyone.

Grand Park, programmed and operated by The Music Center, is a beautiful 12-acre public space that adds spirit and vitality to downtown Los Angeles. The park stretches from The Music Center on the west to City Hall on the east. Opened in July 2012, the park celebrates, honors and reflects the breadth and depth of cultural life of Los Angeles County. Through its green oasis and its arts-based practice, Grand Park supports the wellbeing of Los Angeles. Grand Park presents free year-round digital and in-person programming including fitness/wellness programs, lunchtime food trucks, theatrical and dance presentations, site-specific performances, music events, holiday celebrations, video and art installations, mid-size (500-5,000 attendees) and large scale (50,000-75,000 attendees) events with multiple stages, pyrotechnics/fireworks, and large-scale projection. Currently, event programming is ramping back up following a 14-month pause on live programs due to COVID19 with a likely 2021-2022 calendar of 15-20 mid-sized events, 2-3 large scale events, and year-round small-scale programs such as weekly yoga classes and food trucks. Some live programs will have a corresponding live stream and/or other digital companion program.

The Music Center is one of the largest and most highly regarded performing arts centers in the country. 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 Jerry Moss Plaza, outside at Grand Park—a 12-acre adjacent green space—in schools and other locations all over Los Angeles County and on a digital platform called The Music Center Offstage. 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 along with workshops, performances, interactive experiences and special events on The Music Center Offstage. 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.

Reporting to the park director as part of the Grand Park department and coordinating closely with the senior vice president of marketing and communications for The Music Center and The Music Center Marketing and Communications department, this qualified candidate will be responsible for creating and implementing fresh, innovative and comprehensive institutional marketing strategy as well as seasonal, event, and general marketing plans, with a focus on digital marketing and communications, brand visibility development, trade and promotional partnerships, and community partnerships.
As part of the park’s commitment to serving Los Angeles with an emphasis on equity and inclusion, significant value is placed on marketing’s role in engaging with and supporting LA’s BIPOC communities through collaboration and communication.

**DUTIES AND RESPONSIBILITIES INCLUDE:**

- Plans, develops, implements, and analyzes marketing and promotional activities to increase awareness of Grand Park events as well as drive attendance.
- Leads the execution of marketing and communications activities from start to finish, managing budgets, leveraging internal support and emphasizing community outreach.
- Aligns with TMC values to builds strong relationships with community partners and strategic alliances for collective excellence and success across Grand Park and all Los Angeles community organizations.
- Establishes positioning, identifies target audiences, and strategically engages diverse audience segments across LA County through content that leads to measurable outcomes.
- Leads, supervises, and builds effective partnership among Grand Park marketing team including Grand Park Marketing Coordinator (full-time), Grand Park Marketing Squad (part-time staff for events and special projects), Graphic Designer/Creative Director, Webmaster, Photographers/Videographers, Strategic Communications advisors and well as other vendors as needed.
- Leads strategy and crafts general communications related to The Music Center and Grand Park operations as needed.
- Develops on-site communications for programs and overall park needs.
- Develops branding strategies and oversees graphic design and brand identity for the park.
- Develops, edits, distributes and maintains print and electronic collateral for the park, including, but not limited to, flyers, email blasts, newsletters and website/microsites materials.
- Oversees the Park’s social media efforts including Twitter, Facebook, Instagram, TikTok, etc.
- Partners with the Grand Park programming team in development of digital content.
- Develops systems for data collection and analysis to evaluate effectiveness of marketing initiatives and optimize accordingly.
- Collaborates on media relations efforts with The Music Center’s media relations team.
- Collaborates closely with members of the Marketing, Advancement, and Programming teams at The Music Center in order to ensure alignment of all organizational efforts.
- Supports contributed revenue development strategies.
- Willing to work a flexible schedule including the ability to work evenings, weekends and holidays

**QUALIFICATIONS:**

Grand Park is seeking an accomplished marketing manager with 7-10 years of marketing and communications experience ideally in an “in-house” leadership role within a complex nonprofit organization. The ideal candidate will have a proven aptitude to take information and transform it into inspiring, engaging, and useful messages disseminating them to the appropriate audiences through the most effective distribution channels. This person will be mission and values driven, demonstrating commitment to collaboration, community partnership, and/or centering BIPOC voices.
• Experience in events/experiential marketing required; arts and culture work experience preferred.
• Leadership experience creating and implementing marketing and communications campaigns.
• Digital content development experience required.
• Highly collaborative style, impeccable communications skills, both verbal and written.
• Experience with traditional, as well as digital advertising and promotional partnerships, including negotiation of ad buys.
• Experience managing others including part time staff and consultants.
• Highly organized with strong project management and decision-making skills.
• Ability to manage multiple complex projects simultaneously.
• Familiar with the breadth and diversity of Los Angeles’ creative and cultural communities.
• Understanding of graphic design principles and processes and ability to create occasional graphics in-house.
• Experience using the following or comparable platforms: Asana, Wordfly, Microsoft Office 365, Adobe Suite.
• Experience with website design and website management a plus
• Bachelor’s degree required.
• Experience with email marketing, project management, and graphic design software.
• Spanish/English bilingual candidates are highly encouraged to apply.

This is a full-time non-exempt hourly position. Weekly administrative schedule is 35 hours/per week. Standard hours are approximately 9-5 M-F with adjustments to accommodate event production needs. Most events are nights and weekends. As an hourly position, this role is eligible for overtime pay. Compensation package includes medical, dental and vision health plans, welfare insurance benefits, 401k plan, vacation, and sick time off.

**SALARY RANGE:** is $50,000-$60,000.

To be fully considered please submit a cover letter, resume, past examples of cultural event promotional campaigns including artwork and copy examples, references, and salary expectations, to: jobs@musiccenter.org or fax to: 213-972-8029 by May 21, 2021.

**PLEASE NOTE INCOMPLETE SUBMISSIONS WILL NOT BE ACCEPTED FOR CONSIDERATION.**

**EQUAL OPPORTUNITY EMPLOYER**