



## **Manager, Marketing and Communications**

As the premiere performing arts destination, The Music Center convenes artists, communities and ideas with the goal of deepening the cultural lives of every resident in Los Angeles County. The \$70 million non-profit performing arts organization has three divisions: TMC Arts, TMC Ops and TMC Business Services. 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 live and digital K–12 arts education programs, workshops, performances, interactive experiences and special events. TMC Ops manages the theatres, the Plaza and Grand Park, which comprise \$2 billion in county assets, on behalf of the County of Los Angeles. TMC Business Services includes Advancement, Finance, Marketing and Communications, and People & Culture. 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 are responsible for their own programming and marketing.

### **Position Summary**

The Music Center is seeking a Manager, Marketing and Communications, to develop and implement marketing plans to promote and enhance The Music Center brand both for The Music Center as a destination and for events, performances and experiences presented or produced by The Music Center's artistic division, TMC Arts.

This is an exciting time to be joining the organization as it continues to enhance its brand, build its programming muscle and plan for its 60<sup>th</sup> anniversary, which it will celebrate throughout 2024.

Reporting to the Assistant Vice President, Brand & Marketing Communications, the Manager, Marketing and Communications will support both The Music Center's institutional and programmatic goals:

1) Helping the organization further define and develop its brand and generate increased awareness and recognition among key stakeholders, including, but not limited to, current and prospective guests and visitors, donors, board members, community members and partners, artists, presenting partners and the County of Los Angeles; 2) Implementing marketing communications programs to drive behavior among the public in support of both paid ticketed and free performances and experiences; and 3) Developing strategies to reach new, diverse audiences/members of the public, moving consumers from awareness to attendance and engagement, in sync with TMC Arts' commitment to create inclusive arts and cultural experiences that champion the diverse voices and communities of Los Angeles.

### **Duties and Responsibilities**

- Works closely with the Assistant Vice President, Brand & Marketing Communications, to build awareness and relevance for The Music Center brand and TMC Arts programs among target consumer audiences.

- Creates and implements innovative strategic marketing and communications plans for both the brand and specific programs including initiatives that embrace events and experiences developed in partnership with community and artist partners.
- Deepens The Music Center's reach into the diverse communities in Los Angeles County and maximize the organization's community presence through marketing and communications channels.
- Develops and manages detailed media plans for both free and ticketed events, working with The Music Center's advertising agency consultants.
- Develops and manages marketing plans to support TMC Arts' arts learning programs, reaching teachers, students, parents and community and education partners.
- Works with the Marketing Specialist to expand the reach and impact of promotions plans, including efforts to expand existing relationships with community partners and artistic partners as well as outreach to secure new promotional partnerships.
- Works closely with the Manager of Digital Analytics and the Associate Director, Evaluation and Learning as well as agency consultants where appropriate to gauge the impact and effectiveness of marketing plans against marketing goals.
- Collaborates closely with members of the Marketing, Advancement and TMC Arts teams to ensure alignment of marketing programs with the efforts of these departments.
- Manages marketing vendors, spending and budgets.
- Participates in department and other team meetings as appropriate for programs/events.
- Works evenings, weekends, and holidays as needed.
- Mentors and supervise staff members.
- Additional duties may be assigned.

### **Qualifications and Requirements**

- Bachelor's degree in marketing and/or communications or a related discipline from a four-year college or technical school.
- Minimum of five years' marketing experience.
- Previous supervision experience preferred.
- Leadership experience creating and implementing marketing and communications campaigns.
- Expertise in digital marketing and an understanding of the changing digital marketing landscape.
- Impeccable communications skills, both verbal and written.
- Highly collaborative style.
- Understanding and experience in creating innovative promotional partnerships.
- Understanding of graphic design principles and processes.
- Familiar with Los Angeles' creative and cultural communities.
- Able to manage and/or implement multiple projects simultaneously.
- Self-starter and enthusiastic, with the ability to work independently and as part of a larger team.
- Demonstrates a passion for The Music Center's vision, mission and values.
- Strong project management and organizational skills.
- Works well in a fast-paced environment akin to an in-house marketing and communications agency.
- Able to make smart decisions in a changing environment and anticipate future needs.
- Understanding of and/or experience in the performing arts, trends in the arts and cultural programming a plus.

**Schedule**

Currently, this position is working four days a week remotely and one day a week in the office except in the case of performances and events, which may require on-site support. This scenario may change and is also subject to the responsibilities of the position.

**Vaccination Policy**

The Music Center requires its employees to be vaccinated against COVID-19 with one booster, 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**

The salary range for this position is \$70,000/year - \$90,000/year.

This is a full-time exempt 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 along with two examples of recent work (copywriting, ad campaign, brochure, program overview/description, and the like).

To apply, please click [here](#). Please submit the required information and upload documents as noted.

Incomplete submissions will not be considered.

**Equal Opportunity Employer**