



**Senior Coordinator, Digital Marketing,
Gloria Molina Grand Park**

As L.A.'s 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, which include Walt Disney Concert Hall, Dorothy Chandler Pavilion, Ahmanson Theatre and Mark Taper Forum; on Jerry Moss Plaza; outside at Gloria Molina Grand Park, a 12-acre adjacent green space; in schools and neighborhoods all over Los Angeles County; and on a digital platform called *The Music Center Offstage*. TMC Arts presents world-class dance with *Gloria Kaufman Presents Dance at The Music Center*, free and low-cost public concerts and events, as well as K-12 arts learning 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, Human Resources, Finance, IT and Marketing and Communications. The Music Center is also home to four renowned resident companies—Center Theatre Group, Los Angeles Master Chorale, LA Opera and LA Phil.

We are seeking a knowledgeable, organized, passionate Senior Coordinator, Digital Marketing to join the Gloria Molina Grand Park team. Grand Park is part of TMC Arts, the programming division of TMC. Our year-round programming crosses multiple departments that share engagement as the driving curatorial value—providing free and low-cost artistic and cultural experiences that are relevant to and reflective of Los Angeles' diverse communities.

Gloria Molina Grand Park helps to 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. We present free year-round programming including fitness/wellness programs, weekly lunchtime food trucks, theatrical and dance presentations, site-specific performances, music events, holiday celebrations, video and art installations, and mid-size events, often in collaboration with community partners. Grand Park also produces large scale events for up to 75,000 guests with multiple stages, pyrotechnics/fireworks, and large-scale projection.

Reporting to the Marketing Manager, Grand Park, the qualified candidate will be responsible for leveraging digital media to steward and grow the Grand Park brand, reach new audiences, and create relevant, meaningful and dynamic engagement strategies.

DUTIES AND RESPONSIBILITIES:

- Steward and grow Grand Park's digital brand including but not limited to web, social media, e-advertising and other channels of digital engagement.
- Act as a channel owner for all social media accounts, including knowing each channel's best practices, deciding which content is shared where and when, and adapting content across channels.



- Create and execute program specific digital promotional strategies for programs and initiatives, connecting back to Grand Park's larger brand voice and values.
- Create digital engagement campaigns that promote Grand Park's non-programmatic endeavors, characteristics and attributes as LA's Park for Everyone.
- Manage daily operations of the email marketing channel, marketing calendar, strategy and content, build and deployment of email campaigns, as well as the A/B testing.
- Engage audiences in active participation in digital strategies.
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Conduct research on current benchmark trends and audience preferences for measuring the impact of social media programs; and analyze, review and report on the effectiveness of campaigns to maximize results.
- Drive innovation in new digital frontiers, evaluating emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Create partnerships with artists and partners to leverage collective digital strength.
- Maintain and improve Grand Park's website supporting all Grand Park team's needs for web engagement and optimizing user experience.
- Manage Grand Park digital archives.
- Supervise Marketing Assistants as needed.
- Organize & track digital marketing projects through the digital and production timeline.
- Collaborates closely with members of the Marketing, Advancement, and Programming teams at The Music Center to ensure alignment of all organizational efforts.
- Provide project status updates to Marketing Manager.
- Other duties as assigned by Marketing Manager.

REQUIREMENTS AND QUALIFICATIONS:

- Bachelor's degree
- 3-5 years of digital marketing and communications experience.
- Experience in development of social media platforms, dynamic content creation, website management and other digital campaigns required; arts and culture work experience preferred.
- Experience managing audience engagement on digital platforms.
- Fluency with technical aspects of digital marketing (drip campaigns, account management, back-end, SEO, Google Analytics, etc.).
- Highly collaborative style.
- Impeccable communications skills, both verbal and written.
- Excellent time and project management skills, ability to multitask and meet deadlines.

WORK WEEK SCHEDULE: Currently the TMC Arts staff practice a hybrid weekly schedule and work onsite/in person for live events (often nights, weekends and holidays). Standard hours are approximately 9-5 Monday to Friday with adjustments to accommodate programming needs. Most events are nights and weekends.



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.

PAY RANGE: \$30.12/hr - \$31.32/hr

This is a full-time non-exempt hourly position. The weekly administrative schedule is 35 hours/per week. 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, and vacation and sick accruals.

To apply, please click here. Please submit the required information and upload documents as noted.

INCOMPLETE SUBMISSIONS WILL NOT BE CONSIDERED

EQUAL OPPORTUNITY EMPLOYER