

## Marketing Manager, Grand Park

As L.A.'s premier 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 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 *Glorya 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 creative, experienced, and highly digitally fluent **Marketing Manager** to join the 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 artistic experiences that are relevant to Los Angeles' diverse communities and aligned Associate Program Manager 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.

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. Live, in-person event programming in 2022-23 is currently projected to return to pre-pandemic levels aiming to include a range of mid-sized events, large scale events, co-productions, and year-round small-scale programs.

Reporting to the Park Director and coordinating closely with the Senior Vice President of marketing and communications for The Music Center, the 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, 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.

### **DUTIES AND RESPONSIBILITIES:**

- Stewards, directs and innovates the Grand Park brand in all its forms and channels in order to drive connection to and interest in Grand Park. Leads all general brand initiatives.

- Plans, develops and implements marketing and promotional activities to increase awareness of Grand Park events as well as drive event attendance.
- Engages diverse audience segments across LA County through content that leads to measurable outcomes.
- Oversees graphic design and visual brand identity for Grand Park.
- Oversees Grand Park's social media efforts including Twitter, Facebook, Instagram, TikTok, etc.
- Develops, edits and distributes print and electronic collateral for the park, including, but not limited to, flyers, email blasts, newsletters and website/microsites materials.
- Collaborates with the Grand Park programming team in development of digital content and onsite event marketing components.
- Develops systems for data collection and analysis.
- Leads website evolution.
- 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.

#### **REQUIREMENTS AND QUALIFICATIONS:**

Grand Park is seeking an accomplished Marketing Manager with a minimum of 5 years of marketing and communications experience ideally in an "in-house" 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.
- Skilled in event marketing.
- Experience with traditional, as well as digital advertising and promotional partnerships.
- Familiar with the breadth and diversity of Los Angeles' creative and cultural communities.
- Experience managing others including part time staff and consultants.
- Detail oriented.
- Highly organized.
- Ability to manage multiple complex projects simultaneously.
- Self-starter, enthusiastic, with leadership skills and the ability to work independently in an entrepreneurial environment.

- Understanding of graphic design principles and processes and ability to create occasional graphics in-house.
- Bachelor's degree required.

**WORK WEEK SCHEDULE:** Currently the TMC Arts staff practice a hybrid (mostly remote with scheduled onsite team meetings) weekly schedule and work onsite/in person for live events. 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.

**SALARY:** 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, generous vacation and sick days.

**HOW TO APPLY:** To be considered please submit a cover letter, resume, salary requirements and a minimum of 2 references. To apply, please click [here](#)

**INCOMPLETE SUBMISSIONS WILL NOT BE CONSIDERED**

**EQUAL OPPORTUNITY EMPLOYER**