

Union County Performing Arts Center

Marketing Manager

Immediate Supervisor: Reports to the Executive Director

Job Summary: The Marketing Manager is responsible for planning and implementation for program promotion for maximum effectiveness. This position identifies goals; provides marketing information and commentary; implements and oversees courses of action and directives. Essential to this is the development seasonal and production specific marketing strategies for the upcoming year. They also maintain relationships with clients/renters by organizing and developing customer-programs; determining company presence at street fairs, trade associations, and seminars. This position influences present and future successfulness of productions by determining and evaluating current and future market trends; maintains marketing staff by training and counseling employees and develops the staff by providing information and growth opportunities. This position also creates a unified design theme for all co-productions and UCPAC in-house shows. Directs and oversees support staff and associates. Skills, Knowledge and Abilities: knowledge of professional practices, procedures and techniques of marketing and program promotion. Bachelor's Degree required; Master's Degree preferred. Three-plus years of experience in the performing arts marketing preferred. Salary commensurate with experience.

Please send resumes to jobs@ucpac.org