



## Job Description for Digital Marketing Manager

**Reports To:** Director of Sales and Marketing

**Area of Responsibility:** Marketing

**Wage Classification:** Full-time exempt

**Position Summary:** The Digital Marketing Manager at Nashville Ballet plays a pivotal role in enhancing our digital presence and increasing engagement with our diverse audiences. This position is responsible for managing all digital platforms, including the company's social media accounts, email marketing campaigns, and the official website. The coordinator will create compelling content, oversee digital advertising efforts, and maintain a dynamic social media calendar to grow our reach and drive ticket sales.

### Essential Functions and Responsibilities:

- Social Media Management:
  - Develop and execute a strategic social media plan across platforms such as Instagram, Facebook, Tik Tok, X, and LinkedIn.
  - Create and schedule engaging, original content that reflects the vibrancy and diversity of our programming.
  - Design static posts, reels, stories, and TikTok videos using the latest trends and brand standards for unique and compelling visuals.
  - Monitor social media trends and audience preferences to improve social media presence and engagement.
  - Respond to comments and DMs promptly, fostering a positive community and enhancing audience interaction.
- Email Marketing:
  - Design and implement direct email marketing campaigns to promote performances, events, and special offers.
  - Segment email lists to target specific audience groups effectively.
  - Analyze campaign performance and adjust strategies based on data insights.
- Website Management:
  - Update and maintain the Nashville Ballet website, ensuring content is current, relevant, and optimized for user engagement and SEO.
  - Collaborate with the Graphic and Web Designer to enhance site aesthetics and functionality, improving the overall user experience.
  - Track website analytics to gauge content performance and make data-driven decisions for future updates.
- Digital Advertising:
  - Plan and execute digital advertising campaigns across various platforms, including Google Ads and social media.
  - Manage the advertising budget to maximize ROI.
  - Collaborate with external agencies or consultants as needed to leverage additional expertise and resources.
- Content Creation:
  - Develop a wide range of digital content such as blog posts, articles, newsletters, and promotional videos.

- Work closely with the marketing team to ensure all content is on-brand and contributes to the company's overall marketing strategy.
- Reporting and Analytics:
  - Regularly report on key digital marketing metrics, including social media engagement, email campaign results, and website traffic.
  - Use insights from data to refine and optimize future marketing strategies.

**Qualifications:**

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience managing social media platforms and email marketing campaigns.
- Graphic design and video editing for social media platforms.
- Strong understanding of digital marketing, including SEO, content marketing, and data analytics.
- Excellent writing, editing, and communication skills.
- Ability to work collaboratively in a fast-paced and creative environment.
- Knowledge of ballet, dance, arts or experience in the entertainment industry is a plus.

**Physical Demands:**

The physical demands described here are a non-exhaustive list of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is regularly required to handle, feel, talk, and hear. The employee is frequently required to stand, walk, and reach with hands and arms above the shoulders. The employee is frequently required to sit and occasionally stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.

**Work Environment:**

The work environment characteristics described here are representative to those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the noise level in the work environment is usually low to moderate.

**Disclaimer Statement:**

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this document is intended to be an accurate description of the current job, circumstances may require that other, or different tasks be performed (e.g., emergencies, changes in personnel, workload, rush jobs, or technological developments).

**To Apply:**

Please send your cover letter and resume to [careers@nashvilleballet.com](mailto:careers@nashvilleballet.com) with "Digital Marketing Manager" in the subject line. No phone calls, please.

**Our Mission:**

**We create, perform, teach, and promote dance as an essential and inspiring element of our community.**

**Our Vision:**

Nashville Ballet is an accessible and inclusive organization that creates community through excellent and innovative dance and dance education; is recognized locally, nationally, and internationally for artistry, community engagement, and financial sustainability; and is a rewarding and satisfying place to work.

**Our Enduring Values**

- We believe in the transformative power of art.

- We inspire appreciation for the art of ballet.
- We strive for excellence with integrity in all we do.
- We respect one another and the art form.

The understanding of and the ability to not only support but celebrate our culture is essential to each and every person at Nashville Ballet.

**Nashville Ballet Diversity Statement:**

Nashville Ballet is invested in creating a diverse, equitable, and inclusive community. We believe we can best achieve our mission by creating a climate of respect that is supportive of all voices, celebrating diverse stories, increasing arts access, and sparking communal discussion about our community and our world through our art form and our artistic programming. When considering the diversity of the Nashville Ballet community, we look at all aspects, including race, gender, age, socioeconomic status, special needs, geographic (rural/urban), and sexual orientation. However, Nashville Ballet recognizes the racial inequalities that have plagued the dance world for far too long and is deeply committed to educating our constituencies on systemic racism, engaging in antiracist work in every branch of our organization, and doing our part to abolish racial inequalities in ballet.

*Nashville Ballet provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.*