

Friday, December 3, 2021

Digital Marketing Manager

Company: Jacob's Pillow Dance Festival
Location: Becket, MA
Compensation: \$45,000-\$50,000

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Jacob's Pillow seeks a Digital Marketing Manager to join the Marketing Department reporting to the Director of Marketing. This position is entrusted with designing and managing the distribution for all Jacob's Pillow email campaigns, working with the Pillow's digital marketing firm, Capacity Interactive, to create strategy and implement digital initiatives, design and manage all aspects of the Jacob's Pillow website, project manage digital improvement projects, and hire and supervise two seasonal Festival Marketing/Digital Media interns.

RESPONSIBILITIES

Design and manage the distribution for all Jacob's Pillow email campaigns, including monthly e-newsletters (weekly during the Festival), fundraising emails, application and audition alerts for The School at Jacob's Pillow, Intern recruitment, monthly Virtual Pillow Views, informational pre- and post-visit performance emails, Community Engagement event invitations, Philanthropy event invitations, targeted promotional offers, and more.

Work to streamline email efforts with new database capabilities, utilizing segmented lists, and automated emails.
Track, report, and recommend improvements to email campaign performance.
Work with the Philanthropy department to track and implement email banner ads from Business Partners.

In collaboration with the Digital Marketing Associate

- o Work with the Pillow's digital marketing firm, Capacity Interactive, to create strategy and implement digital initiatives, including: manage and optimize Google AdWords, configure the Pillow's Google Analytics account, monitor website usage and identify trends, and suggest changes to increase traffic, revenue, and improve purchase paths.

Analyze and report on the effectiveness of digital marketing efforts using Google Analytics.

Strategy and campaign management for year-round digital/streaming products (hosted and distributed through the Brightcove video platform).

Spearhead the design and management of all webpages on the Jacob's Pillow website including updating copy and content, implementing major seasonal changes, managing website calendar, managing SEO strategies as well as suggesting areas for improvement, and collaborating cross-departmentally to fulfill each department's digital needs.

Manage the Pillow's ticketing site via the Tessitura Network Web Express platform; updating for major seasonal changes.

Serve as the primary liaison between Jacob's Pillow and website vendors.

Work with web developer Barrel to troubleshoot issues and updates; keep Director of Marketing apprised of major concerns or needs; manage allotted developer service hours.

Work with vendors and staff to ensure grant requirements are met and project objectives are prioritized.

Project manage discrete improvement projects with vendors, such as an ongoing accessibility audit and updates, and potential redesigns.

Oversee iterative improvements and maintenance of Jacob's Pillow Dance Interactive.

Coordinate technical requirements with vendors and IT staff.

Serve as a training resource to introduce new CMS to necessary staff.

Hire two Marketing/Digital Media Interns during the Festival months (May-August) and supervise their creation and distribution of signage, webpages, and email campaigns.

Protect brand voice and integrity in all published and digitally distributed content.

PREFERRED QUALIFICATIONS

Candidates with alternative professional experiences and qualifications equivalent to those listed below are encouraged to apply.

3-5 years of professional digital marketing experience

Basic HTML knowledge

Experience working with email marketing services, such as MailChimp, Constant Contact, Wordfly, or Prospect2

Experience working with Content Management Systems, including WordPress

Experience working with CRM (Customer Relationship Management) platforms such as Tessitura or Patron Manager

Strong written and communication skills

Experience in managing supervisees

Experience working in PhotoShop, InDesign, and other Creative Suite programs, a plus

Passion for and knowledge of dance and the performing arts, a major plus

SKILLS & QUALITIES

Demonstrate outstanding attention to detail

Ability to solve problems in a strategic manner

Utilizes effective time-management skills

Well-organized, self-motivated, goal-oriented, and flexible

Creative thinker with a sense of humor

COVID- Vaccination is required as a condition of employment

A person is fully vaccinated for COVID-19 more than 2 weeks after having received the second dose in a 2-dose series (Pfizer-BioNTech or Moderna), or more than 2 weeks after having received a single-dose vaccine (Johnson and Johnson [J&J]/Janssen).

TO APPLY

Please email cover letter, resume, and references to HR@jacobspillow.org with "Digital Marketing Manager" in the subject line.

ABOUT JACOB'S PILLOW

Jacob's Pillow, a National Historic Landmark and recipient of the National Medal of Arts, is a year-round center for dance and home to America's longest-running international dance festival located in the beautiful Berkshires of Western Massachusetts. The Pillow encompasses the world-renowned international Jacob's Pillow Dance Festival, presenting more than 50 dance companies and over 350 events each summer; The School at Jacob's Pillow, one of the most prestigious professional dance training centers in the U.S.; the Pillow Lab, a residency program that supports new choreography; growing Community Engagement programs that serve local school children, artists, and community members alike; rare and extensive dance Archives, open to the public, which chronicles more than a century of dance through photographs, videos of performances and talks with artists, costumes, and scholarly essays; and Apprenticeships, a Fellows Program, and an Internship Program that provide professional advancement and training opportunities.

Jacob's Pillow is committed to providing an inclusive, diverse, accessible, and equitable environment that cultivates the celebration of the art of dance and its positive impact on communities. Jacob's Pillow's mission is to support dance creation, presentation, education, and preservation; and to engage and deepen public appreciation and support for dance. Organization-wide values include inclusion, leadership, integrity, flexibility, partnership, and sustainability.

Jacob's Pillow is a registered 501(c)(3) not for profit organization that provides equal opportunity for all employees and applicants for employment without regard to race, color, creed, religion, gender, sexual orientation, national origin, age, marital status, mental or physical disability, pregnancy, military or veteran status, or any other basis prohibited by state or federal law. This policy also prohibits employees from harassing any other employee for any reason including, but not limited to, race, religion, sex, national origin, age, or disabled status.

Jacob's Pillow Dance Festival
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