

Enriching Lives



Posting date: May 21, 2008

Job Opportunity: **Productions Marketing Manager**
Los Angeles County Arts Commission
Los Angeles, CA

JOB DESCRIPTION: Reporting to the Director of Communications and working closely with the Managing Director of Productions, the Productions Marketing Manager markets the Ford Theatres' summer and winter seasons, the national and local Holiday Celebration shows and the free concerts in public spaces program.

The Productions Marketing Manager works in the three major areas of Arts Commission activity that involve performing arts productions.

FORD THEATRES

- Summer season (May to October) of 100 performances in the 1200-seat outdoor Ford Amphitheatre
- Winter season (November to April) of three theatre productions in the Ford's indoor 87-seat theatre, [Inside] the Ford

HOLIDAY CELEBRATION

- Six-hour show of holiday themed music and dance featuring 40+ groups in the Dorothy Chandler Pavilion of the Music Center every December 24, broadcast live on KCET
- One-hour television special of highlights from the live show edited and packaged to run nationally on PBS

FREE CONCERTS

- Fifty admission-free concerts a year in public sites such as libraries, community centers, parks, museums, performing arts facilities and beaches,

Marketing:

- Develop marketing strategies for Ford Theatres, Holiday Celebration and Free Concerts and execute the resulting campaigns
- Solicit sponsorships
- Liaise with Ford winter and summer partners including updating/creating online Artist Workbook content, designing and running marketing workshops, evaluating and providing advice and assistance developing partners' marketing plans
- Liaise with box office re: group sales and ticket reports
- Write copy for marketing media (see below)
- Enlarge and maintain email blast lists
- Create and send email blasts
- Assemble mailing lists
- Liaise with mailing house
- Handle advertising buys and ad production
- Oversee Ford electronic billboard content
- Conduct Ford Amphitheatre audience surveys

Publications and Web Sites:

- Gather information and materials for publications and organize them for easy retrieval

- Manage production of publications, including approvals, printing bids, printer and designer liaison, proofing, arrange for storage and distribution and track inventory
- Provide marketing content for production web sites

THE SUCCESSFUL CANDIDATE WILL HAVE:

Strong presentation and people-to-people skills

Superior writing, organizational and proofreading skills

Knowledge of e-marketing

Experience working with graphic artists and designers

Knowledge of printing and photography

Ability to handle multiple projects simultaneously, work independently with minimal supervision and consistently meet multiple deadlines under pressure

A car and valid driver's license

EXPERIENCE: Candidate should have a minimum of three to five years experience in marketing, preferably in the performing arts.

EDUCATION: Bachelor's degree, preferably in communications, marketing, performing or visual arts or a related field.

COMPENSATION: \$45,000 to \$55,000 depending on level of experience, plus a stipend for health insurance. This is a full-time contract position.

OFFICE LOCATION: The job will be sited at the Arts Commission's offices in downtown Los Angeles, however, the candidate must be able to also travel to the Ford Theatres in Hollywood and various sites throughout the county.

To apply: send letter, resume, salary history, three writing samples (marketing pieces preferred) and a list of three work-related references to:

Linda Chiavaroli

Director of Communications

Los Angeles County Arts Commission/Ford Amphitheatre

communications@arts.lacounty.gov

Fax: 213 580-0017

Deadline: June 30, 2008

The **Los Angeles County Arts Commission** provides leadership in cultural services of all disciplines for the largest county in the United States, encompassing 88 municipalities. The Arts Commission provides leadership and staffing to support the regional blueprint for arts education, *Arts for All*; administers a grants program that funds more than 300 nonprofit arts organizations annually; oversees the County's Civic Art Program for capital projects, funds the largest arts internship program in the country in conjunction with the Getty Foundation, programs the John Anson Ford Theatres and supports the Los Angeles County Cultural Calendar on ExperienceLA.com. The Commission also produces free community programs, including the L.A. Holiday Celebration broadcast nationally, and a summer music program that funds more than 50 free concerts in public sites. For more information visit www.lacountyarts.org.