



<b>Job Title</b>	Marketing Associate	<b>Department</b>	Marketing
<b>Status</b>	Nonexempt, Full-time	<b>Reports to</b>	Director of Marketing

**General Description**

The Marketing Associate works with the Cliburn team to increase revenue – primarily through digital tools and strategies. Working with the Director of Marketing, this role drives the execution of digital campaigns to increase ticket sales and audience growth. This position is the primary contact for all digital advertising partners, tracks performance and adjusts advertising buys. Additionally, the Marketing Associate serves as website vendor liaison. The ability to evaluate ad plans, design targeted campaigns, measure success and sell the Cliburn brand are key requirements. This position provides in-person marketing support at concerts and events and works closely with the Communications team for design and branding clarity.

**Responsibilities****Marketing and Promotion**

- Plan, execute, and manage digital marketing campaigns across email, paid digital advertising, social media, and web platforms with a focus on revenue-driving outcomes: ticket sales and audience growth.
- Develop engaging digital content for various platforms.
- Optimize presence on social media, email and search engines.
- Use data analytics tools to track key performance indicators, measure results, and make data-driven campaign decisions and adjustments. Conduct A/B testing and other experiments to improve campaign performance and maximize return on investment.
- Research and maintain currency on digital advertising trends and options.
- Assist in the development and implementation of integrated marketing campaigns; coordinate to support Development Revenue Campaigns.
- Liaise with Website Vendor to ensure clarity and functionality.

**Analytics and Reporting**

- Monitor digital project status and track performance
- Create reports on the performance, growth and analytics of campaigns. Communicate campaign performance and insights to Director of Marketing and internal teams.
- Analyze marketing data (campaign results, conversion rates, traffic) to help shape marketing strategies.

**General Support**

- Support Marketing Department operations by managing budget, tracking expenses and ensuring efficient execution of administrative processes.
- Assist with Marketing Committee efforts through data reports and next-step recommendations.
- Demonstrate enthusiastic commitment and willingness to participate above and beyond enumerated job responsibilities alongside all staff working to achieve the Cliburn's mission.

**Education, Experience, and Attributes**

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| <ul style="list-style-type: none"> <li>• Bachelor's degree in marketing, business, communications, or related field required</li> <li>• Minimum 2–4 years of experience in digital marketing</li> <li>• Digital Literacy, and understanding of Programmatic Advertising/Social Media</li> <li>• Proficiency in SEO, SEM, content marketing, email marketing, social media management, and web analytics.</li> <li>• Proficiency in CRM platforms &amp; Microsoft Suite, familiarity with graphic design tools (e.g. Canva, Adobe Creative Suite)</li> </ul> | <ul style="list-style-type: none"> <li>• Self-motivated and independent but also work well as part of a team. Excellent interpersonal &amp; communication skills</li> <li>• Flexible; able to solve problems and adapt to changes quickly and with grace</li> <li>• Strong organizational skills and attention to detail with high degree of accuracy</li> <li>• Ability to prioritize conflicting multiple projects, meeting deadlines in a fast-paced environment.</li> <li>• Strong work ethic; high level of personal and professional integrity.</li> <li>• Ability to work evenings and weekends as required for concerts, competitions, and other activities</li> </ul> |
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\*\*\* Accountable ▪ Consistent ▪ Self-Regulated ▪ Punctual ▪ Collaborative ▪ Committed to the Cliburn's Mission \*\*\*