

**Job Title:** Digital Marketing and Communications Manager

**Location:** Sarasota Opera, Sarasota, FL

**Department:** Marketing

**Reports To:** Director of Marketing

**Works closely with:** Marketing Coordinator

**Employment Type:** Full-Time

**Job Summary:**

The Digital Marketing and Communications Manager will be responsible for developing, implementing, and overseeing the digital marketing strategy for Sarasota Opera. This role will manage all online communications, social media, email marketing, digital advertising, and public relations efforts to increase brand awareness, engage audiences, and drive ticket sales and donations.

**Key Responsibilities:**

1. *Digital Marketing Strategy:*

- Develop and implement a comprehensive digital marketing strategy aligned with Sarasota Opera's goals and mission.
- Monitor and analyze digital marketing trends and best practices to keep the strategy current and effective.
- Implement and manage search engine optimization (SEO) and search engine marketing (SEM) strategies to enhance online visibility.
- Use marketing automation tools to streamline email campaigns and audience engagement efforts.
- Explore and integrate new digital tools and platforms to enhance marketing efforts.
- Stay updated on emerging technologies in digital marketing and public relations.

2. *Content Creation and Management:*

- Create, curate, and manage engaging content, primarily visual, for social media platforms, website, email campaigns, and digital advertisements.
- Coordinate with the artistic and production teams to generate content that highlights performances, behind-the-scenes insights, and artist profiles.

3. *Social Media Management:*

- Oversee the day-to-day management of Sarasota Opera's social media channels, including content scheduling and creation, audience engagement, and performance tracking.
- Develop and implement social media campaigns to increase followers and engagement rates.

4. *Email Marketing:*

- Design and execute email marketing campaigns, including newsletters, event promotions, and customer/subscriber communications.
- Segment email lists to target specific audience groups for personalized messaging.

#### 5. *Digital Advertising:*

- Plan, execute, and optimize digital advertising campaigns across platforms such as Google Ads, Facebook, Instagram, and other relevant channels.
- Track and report campaign performance, making data-driven adjustments as needed.

#### 6. *Public Relations:*

- Assist in drafting press releases and coordinate their distribution to media outlets.
- Organize press interviews, media visits, and press conferences.
- Pitch story ideas to journalists, bloggers, and influencers to secure media coverage.
- Develop and maintain relationships with local and national media contacts.
- Monitor media coverage and prepare reports on PR activities.
- Representing the marketing department at a number of opera performances throughout the season.

#### 7. *Analytics and Reporting:*

- Monitor, analyze, and report on the performance of digital marketing campaigns and social media advertising.
- Utilize analytics tools to assess the effectiveness of digital strategies and make recommendations for improvement.

#### **Qualifications:**

- Bachelor's degree in Marketing, Communications, Digital Media, Public Relations, or a related field.
- Minimum of 3-5 years of experience in digital marketing, public relations, and/or content creation, preferably in the arts or entertainment industry.
- Proficiency in social media management tools, email marketing platforms, web analytics tools, and PR software.
- Strong copywriting and content creation skills.
- Strong video production and editing skills (for social media).
- Experience with digital advertising, SEO/SEM strategies, and media relations.
- Excellent organizational, communication, and project management skills.
- Ability to work collaboratively in a fast-paced environment.
- Passion for the performing arts and a commitment to promoting Sarasota Opera's mission, vision and core values.

#### **Salary:**

\$50,000-55,000, commensurate with experience. Health and insurance benefits including a 403(b) plan are available.



**To Apply:**

Send your resume, a cover letter explaining your interest and salary requirements, and the names and contact information of three references to [soajobs@sarasotaopera.org](mailto:soajobs@sarasotaopera.org) with "Digital Marketing and Communications Manager" in the subject line. No phone calls. All applications are welcome, but only those who are being considered will be contacted. **The deadline to apply to is Monday, October 7.**

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