



Content Marketing Manager

About BroadStage

BroadStage is a contemporary performing arts presenter in Santa Monica that energizes audiences and community through bold performances and personal connection. A proud flagship of Santa Monica College, BroadStage is one of Los Angeles' leading venues to experience daring artistic performances. BroadStage's intimate yet strikingly grand 499-seat venue combines the warmth of a small theater with the acoustics and staging of a grand hall. Working in partnership with Santa Monica College, BroadStage is part of the school's tradition of community service, providing educational programming, master classes, and special events for students, at both K-12 and college levels. Approaching a 15-year anniversary in 2023, we're expanding to meet a rapidly evolving set of needs for artists, audiences, community, and campus. Under the leadership of Artistic & Executive Director Rob Bailis, BroadStage is broadening its impact through a new artistic vision and expanded venue footprint, celebrating our shared humanity and expanding the role the arts play in the vitality of our diverse community. We believe that through the arts we can design the future we wish to see, evolving our work for a new day, and shaping a world in which we can all proudly live.

Position Summary:

BroadStage at Santa Monica Performing Arts Center is seeking an experienced **Content Marketing Manager** to support copywriting across the Marketing department and play a key role in the launch of each new season, maintaining the brand voice, and updating and refining content on a consistent basis. Reporting to the Director of Marketing & Communications, the Content Marketing Manager will oversee written content and manage our print marketing campaigns.

The ideal candidate should be a storyteller at heart with the ability to write clearly and eloquently about a variety of artistic styles and subject matters and be well-versed in the standard style expectations for writing about all forms of concert music, dance, and theater. They should also have demonstrated success in developing, managing, and optimizing content. Candidate should also have a strategic mindset, be goal driven, and have the ability to work both collaboratively and independently while showcasing a dedication to equity, diversity, inclusion, and access.

Primary Responsibilities:

- Write, edit, proofread, and maintain written copy for the website, printed materials, ads, show descriptions, letters, etc.
- Oversee BroadStage's print projects including the season brochure, signage, stationary, and program book
- Plan and manage all BroadStage print ad placements including newspaper and magazine ads, flyers, pole banners, and billboards.
- Create, Manage, and optimize content to ensure maximum visibility, engagement, and conversion
- Develop and maintain editorial calendars and content production schedules
- Ensure content accuracy and consistency with brand voice, messaging, and purpose
- Establish clearly defined metrics of success to measure the quality of content, audience growth, engagement, and content reach

- Support the marketing department at productions and events as a BroadStage representative

Minimum Requirements

- 4+ years of experience copywriting and creating marketing content, preferably in the arts and entertainment fields
- Demonstrated experience as a strong writer and editor who can impact an audience emotionally and intellectually, with the intuition to adapt style and tone to suit your audience.
- Highly detail-oriented, has excellent written communication skills, and should perform well under deadlines.
- Cultural competency with a diverse group of staff, patrons, donors, and community stakeholders
- Experience working with budgets and tracking expenses
- Excellent project management skills
- Experience with CRM softwares Mailchimp and/or Patron Manager
- Basic graphic design and photo editing skills (including resizing, cropping, using Canva/Adobe, etc)
- Ability to work occasional evenings/weekends at events

Location: This position is based in Santa Monica, California. We are currently offering a remote work/on-site hybrid workplace with a flexible onsite schedule that includes attendance of on-site, in-person live events. A return to non-remote, onsite work in the future is possible.

Compensation: Salary range \$60,000 - \$65,000 commensurate with experience. Full-time, exempt, with benefits including a matching 401K plan.

How to Apply: Please submit your **cover letter, resume, and one writing sample** to employment@broadstage.org and put "Content Marketing Manager" in the subject line of the email.

At BroadStage, we believe that the performing arts are a source of joy, nourishment, and connection, and that art flourishes when we all cooperate to create a space for it. BroadStage recognizes that the values of equity, diversity, inclusion, access, justice, and respect must be fundamental to our work, and it is the responsibility of our board, staff, artists, and patrons to create a welcoming environment for all. We take pride in the culture we are cultivating within our organization, as we celebrate the differences that bring us closer together.

BroadStage is an Equal Opportunity Employer and all qualified applicants for employment will have full and equal access to employment opportunities.