



Digital Media & 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 partner of Santa Monica College, BroadStage's primary venue is the Santa Monica College Performing Arts Center, which includes three venues: The Eli & Edythe Broad Stage, a 535-seat venue combining the warmth of a small theater with the acoustics and staging of a grand hall, The Edye, an intimate black box space, and The Plaza an indoor/outdoor space perfect for live music, dancing, and community building.

BroadStage is part of the SMC tradition of community service, providing educational programs for high school and college students, artist workshops, and special events. After a 15-year anniversary in 2023, we're expanding to meet a rapidly evolving set of needs for artists, audiences, and community.

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. To learn more about BroadStage visit www.BroadStage.org.

Position Summary

BroadStage seeks a dynamic **Digital Media & Marketing Manager** to oversee all aspects of digital marketing, driving engagement and expanding our digital reach. Reporting to the Director of Marketing and Communications, this role will lead the organization's online advertising and digital content strategies, while maintaining the website and activating social media channels. The Manager will also play a key role in the expansion and elevation of BroadStage's digital presence and influence. The ideal candidate is a creative and strategic thinker with experience in social media, digital advertising, website management, and graphic design. The candidate should have a strategic mindset, be goal-driven, have strong project management and critical thinking skills, and have the ability to work both collaboratively and independently. A passion for the performing arts and dedication to the values of equity, diversity, inclusion, and access are key ingredients to this position's success.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Social Media & Digital Content

- Develop and execute social media strategies across platforms to increase engagement and audience growth.
- Create, curate, and manage compelling content, including graphics and videos.
- Manage and place paid social media campaigns, including budgeting, targeting, and performance tracking.
- Work with the Marketing & Communications Manager on scheduling and social content creation
- Plan and manage digital ad placements, including Google Search Ads, display advertising, and paid social.
- Optimize digital campaigns to maximize ticket sales and audience engagement.
- Collaborate with the marketing team to align digital efforts with broader marketing campaigns..

Website & Digital Presence

- Oversee the day-to-day management of the website, ensuring it is updated, functional, and aligned with the company's brand and strategy.
- Identify and troubleshoot website technical issues, in partnership with the contracted tech support team.

- Manage all website content updates, ensuring accuracy, accessibility/ADA-compliance, and SEO optimization.
- Analyze web performance and implement improvements based on data insights.
- Oversee external website technical support contractors and accessibility consultants.

Graphic Design & Video Editing

- Lead graphic design projects, creating visually compelling materials for digital platforms.
- Ensure brand consistency across all digital content and marketing materials.
- Manage and maintain working relationships with contracted graphic designers and videographers for major projects.

QUALIFICATIONS AND REQUIRED SKILLS:

- 4+ years of experience in digital marketing, social media management, and related fields.
- Strong understanding of SEO, paid advertising, and data analytics.
- Experience in video content creation and graphic design
- Proficiency in Adobe Creative Suite, Canva, Meta Business Suite, and website CMS platforms (such as WordPress, Squarespace, and similar).
- Experience and proficiency using Google Ads and Google Analytics
- Ability to manage multiple projects, meet deadlines, and work in a fast-paced environment.
- Have a passion for the performing arts
- Ability to work in a highly collaborative environment as an active member of a team
- Possess an eye for design and color
- Attention to detail and strong critical thinking and decision-making skills.
- Experience in the performing arts or nonprofit sectors is ideal, but not required

Location: This position is based in Santa Monica, California. We are currently offering a remote work/on-site hybrid workplace, with two (2) in-office administrative work days and a schedule that includes onsite attendance of in-person live events on some weekends and evenings.

Compensation: Salary range: \$65,000–\$70,000, commensurate with experience. Most offers will be made in the mid-range of this scale, with the top of the range reserved for candidates with exceptional qualifications. This is a full-time, non-exempt position with health benefits, including a matching 401(k) contribution.

How to Apply: Please submit your **cover letter and resume** to marketing@broadstage.org and put “Digital Media & 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 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.