



Job: Marketing Operations & Social Media Manager
Reports to: Director of Marketing & Communications
Status: Exempt, Full Time, Regular
Works with: Senior Manager of Ticketing and Patron Services, Graphic Design Specialist, Director of Education and Community Engagement

Job Summary: The Marketing Operations & Social Media Manager is a vital member of the Marketing team and is responsible for project management, curation/creation of advertising and promotional collateral, managing all direct mail projects, managing relationships with vendors, maintaining department calendar and budget as well as curates the social media presence and identity of Lyric Opera of Kansas City. Supports other departments needing marketing or social media exposure.

Representative Examples of Work Performed:

Accomplish the objectives of Lyric Opera of Kansas City

- Support the Company's mission to make Lyric Opera of Kansas City indispensable to the public through transformational opera experiences and broad service which captures the hearts and minds of our diverse communities.
- Strive to create a culture that emphasizes quality, continuous improvement, and high performance.

Essential Functions: Project management, curation/creation of advertising and promotional collateral, manage all direct mail projects, manage relationships with vendors, maintain department calendar and budget. Serve as head content creator for LOKC's social media presence.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Marketing Operations and Project Management 60%

- Create and maintain project management frameworks for the Marketing Department to increase productivity and on-time delivery of collateral.
- With Marketing Director, traffic all advertising collateral (conventional and digital).
- Project manage the creation of four to five program books.
- With Marketing Director, contribute to promotional copy and serve as co-editor for marketing communications, including web, direct mail, e-newsletters, brochures, social media, program books, and signage.
- With Marketing Director, help curate and/or create content for all Mar/Comm uses, including blog/social media content, video, and imagery.
- Research, negotiate, and purchase photography and graphics to support brand, public relations, and/or advertising campaigns. Help manage relationships and schedules with photographers and videographers. Manage any internally developed photo shoots and supervise photographers and videographers at live events.

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- Supervise the logistics of all Mar/Comm direct mail campaigns. Liaise with vendors such as printers and mail houses; conduct a competitive bid process for all direct mail projects.
- Facilitates print and direct mail projects for other departments.
- Assist Marketing Director in advertising buying and contracting.
- Manage the Mar/Comm department budget and report quarterly on budget status. Work with accounting to reconcile monthly marketing budget with General Ledger.
- Participate in the annual budgeting process.

Social Media, Email, and Website Management 40%

- Serve as the primary social media manager for the Company.
- Work with the Director of Marketing and Marketing Department to develop social media content and plans across Facebook, Instagram, Twitter, and LinkedIn.
- Stay abreast of current social media trends and make recommendations to grow followers and increase engagement across existing and new social media channels.
- Capture live moments at various LOKC events for distribution on social media channels.
- Provide monthly reporting on social media engagement metrics.
- Manage website edits using the WordPress platform.
- Serve as support for email marketing using the Wordfly platform.

Special Projects

- With Marketing Director, Ticketing & Patron Services Senior Manager, and Graphic Design Specialist, the Marketing Operations & Social Media Manager will be scheduled to help staff and support LOKC performances and events.

This job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of this position. In addition, other duties, responsibilities, and activities may change or be assigned at any time with or without notice.

Competencies:

- Demonstrated ability to manage a high volume of deadline-driven projects.
- Excellent verbal/written communication and project management skills.
- Ability to collaborate with staff, professional colleagues, and supporters.
- Proficiency in Adobe Creative Suite (including InDesign and Photoshop) a plus.
- Proficiency in email marketing platforms such as MailChimp, Wordfly, and Mail 2.
- Proficiency in Microsoft Office (Word, Excel, Outlook, and Power Point) WordPress.
- Photography and/or video production experience a plus
- Knowledge and experience with opera/theater/classical music a plus.



Work Environment: Most work is of a sedentary nature, sitting at a desk using a computer, phone, and other office equipment. Work may require attendance at performances and other Company events. While most work occurs in relation to a long-term plan, will be required to be flexible to changing priorities and additional projects that can require overtime and ability to manage short term deadlines.

Physical Demands: A portion of the work is of a sedentary nature, but filing and other duties are required. This will require the ability to lift files, open filing cabinets and bend or stand as necessary. Must be able to lift 25 pounds.

Position Type and Expected Hours of Work :

This is a full-time in person position. Regular days and hours are Monday through Friday, 9am to 5pm. Performances and special promotional events will require the employee to work occasional nights and weekends.

Required Education and Experience:

- Bachelor's degree in marketing, arts administration, communications, advertising, graphic design, or related field.
- One to three years of experience in nonprofit marketing

Performance Measures:

The following are key items that will be utilized to evaluate performance of the work and will become part of this position's annual performance evaluation document:

- A friendly, upbeat, and professional attitude while engaging with colleagues
- On-time, error-free delivery of all campaign collateral and materials.
- Attainment of marketing campaign goals.
- Contribution to patron management strategy development and in team meetings.
- Effective working relationship with all departments.