



## **Marketing Manager**

Revised 12/17/17

The Marketing Manager is a full-time, exempt position in the Management Office of THE SPEAKEASY. The position is eligible for paid time off, health plan, and other benefits. The Marketing Manager reports to the General Manager (or Associate General Manager) and coordinates closely with the outside Marketing Strategy Consultant. Primary duties include:

### **MARKETING TEAM MANAGEMENT**

- Set deadlines and manage completion of all Marketing Team activities
- Recruit, supervise, and evaluate Marketing Team members, including: Marketing Designer, Content Creator, Publicist, and Direct Sales Agent
- Set agenda and convene Marketing Team meetings every Monday and Thursday
- Maintain marketing campaign calendar and messaging calendar
- Track and manage overall marketing budget
- Coordinate with other Speakeasy departments, including Box Office and Production
- Attend and participate in weekly staff meetings

### **PROJECT MANAGEMENT**

- Manage large-scale marketing projects, including photo shoots, video shoots, publicity appearances, stunt marketing, B2B sales campaigns, website upgrades, e-commerce upgrades
- Identify appropriate outside vendors
- Coordinate staff resources
- Track and manage project budgets
- Analyze project/campaign effectiveness and provide timely reports

### **MARKETING PARTNERSHIPS**

- Maximize impact of membership in SF Travel
- Develop and maintain relationships with marketing partners, including travel industry entities, neighborhood businesses, arts organizations, media outlets, influencers, and civic organizations
- Create marketing projects in collaboration with these entities
- Research and recommend media buys, and execute such buys when approved

### **MARKETING PLANNING**

- Provide support for creation and revision of company-wide marketing strategy plan and style guide

### **OTHER DUTIES AS ASSIGNED**