

## **ENCORE MEDIA GROUP JOB DESCRIPTION**

Title: **Marketing and Communications Manager, Encore Arts Programs**  
Department: Marketing & Business Development  
Supervisor: President  
Classification: Full Time, Annual-Exempt

**Send cover letter and resume to Paul Heppner, President: [Paulh@encoremidiagroup.com](mailto:Paulh@encoremidiagroup.com).**

---

### **Summary of Job Description:**

Establishes annual departmental goals and objectives, develops strategies and tactics to maximize earned income potential specifically for Encore Arts Programs (EAP), Encore Media Group and its various projects and affiliated businesses.

### **General Responsibilities**

- Understand and support Encore Media Group values, policies, and procedures
- Understand and adhere to job responsibilities, performance standards and reporting structures
- Attend and participate in company meetings
- Maintain positive working relationships with all team members, clients and external stakeholders
- Strive to capitalize on Encore Media Group's position as an industry leader
- Provide marketing expertise and insights to develop and implement B2B and consumer marketing initiatives for Encore Arts Programs and Encore Media Group's overall business development
- Act as project manager for all functions and programs of the Encore Arts Programs marketing department
- Complete other duties as assigned

### **Duties and Responsibilities:**

- Develop and execute marketing plans with defined goals, objectives, strategies and campaigns that increase revenues for Encore Arts Programs and Encore Media Group
  - Manage the development, integration and cost effective use of new media (i.e. mobile, tablet, social, applications)
  - Oversee the ongoing and strategic development, integration, content and maintenance of the Encore Arts Programs and Encore Media Group websites
  - Develop a marketable and loyal consumer database
  - Advance and build the Encore Arts Programs brand that is synonymous with the integrity and quality of the performing arts organizations, patrons and advertisers we serve
  - Position Encore Arts Programs as a critical and indispensable service provider to performing arts organizations
  - Assist in the editorial development and general quality of Encore Arts Programs by working as needed with arts organizations
  - Assist in developing and presenting services Encore Arts Programs can profitably provide to performing arts organizations and clients
  - Conduct and manage all research initiatives
  - Develop all advertising sales collateral materials (print and digital media kits) for Encore Arts Programs
  - Recognize and develop cross-promotional opportunities within Encore Media Group and City Arts and/or its affiliated businesses
  - Participate in the annual budget process to develop annual marketing and promotions budget
  - Oversee and insure the effective use and implementation of allocated funds
  - Prospect, cultivate and secure new partners in the community. Maintain and build
-

relationships with leaders including reciprocal offers with other organizations

- Create and manage consumer and client events, provide on-site media and/or general support at specific events
- Initiate and implement special promotions and co-marketing opportunities with businesses and other arts organizations
- Participate in area marketing, community, B2B functions as appropriate
- Maintain a strategic plan and communications calendar

### **Communications & Training**

- Provide active and constructive input to insure that Encore Arts Programs meets its mission, vision objectives in delivering on its promise to readers, the community, advertisers and stakeholders
- Present the Marketing Department's goals and message to all departments of Encore Media Group at the quarterly and annual meeting and/or as needed
- To encourage and facilitate communications between departments and across business units
- To train account executives in the effective integration of interactive, event and multiplatform media opportunities for advertisers

### **Special Requirements/Knowledge Expectations**

- Positive attitude
  - Creativity, resourcefulness and energy
  - Excellent, open and honest (written and verbal) communication and interpersonal skills
  - Utmost confidentiality and ethical business practices
  - Sound judgment and practices in achieving business and management objectives
  - Excellent time and resource management skills
  - Identify and communicate issues/concerns before they become problems
  - Attend and support marketing related and company functions
  - Ability to manage projects independently and on a team
  - Knowledge of the arts organizations we serve and the greater cultural arena
  - Solid knowledge and comfort level with office software, internet functionality and technological skills
-