



DIGITAL MARKETING ASSOCIATE

POSITION DESCRIPTION

Black Arts MKE, Inc.

Digital Marketing Associate

Reports to: Executive Director

JOB SUMMARY

Under the general supervision of the Executive Director and Marketing/PR Consultant, the Digital Marketing Associate is responsible for driving traffic on social media to promote our programs and events and overseeing our email campaigns. On a regular basis, you will write new content for our website and provide our management teams with updates on the traffic numbers and effectiveness of digital marketing efforts. You must be knowledgeable about a variety of social media platforms and be able to integrate traditional marketing methods into a digital framework, have an understanding of how various media channels interact with one another, and be able to monitor analytics data. As needed, assist the team with administrative and organizational duties.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Implement strategies to drive online traffic to company website for engagement and ticket sales.
- Develop and execute digital advertising campaigns.
- Track conversion rates and analyze digital marketing and campaign engagement plans.
- Coordinate and execute a digital media plan in conjunction with events and programming that results in expanded reach and growth.
- Monitor digital media interactions and engagement.
- Develop strategy and manage email schedule, draft and deploy email campaigns and newsletters.
- Develop and coordinate messages across all media platforms in alignment with overall strategic marketing plan.
- Key contributor to website strategic planning, and update website content, draft and manage event pages on website, and is key contact for coordinating efforts related to event promotion.
- Design digital assets for use on website, online advertising, social sites, and others as needed.

- Assist in the design and deployment of Black Arts MKE's online quarterly publication, collects and edits information from partners, PR consultant, and responsible for electronic publishing.

OTHER DUTIES

- Manage and coordinate building signage schedule.
- Assist in the compilation of financial documents for marketing settlements.
- Manage online event listings.
- Records monthly printing and signage charges for the Accounting Department.

MARGINAL DUTIES

- Participate in Black Arts MKE staff meetings and PR/marketing consultant team meetings.
- Attend various event and Black Arts MKE performances.

QUALIFICATION REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Knowledge, Skills and Abilities

- Experience in digital content creation.
- Experience with Microsoft Word and Excel, and Adobe suite necessary.
- Experience with e-mail marketing software with platforms preferred.
- CRM experience preferred.
- Database experience preferred.
- Successful candidate will be a motivated, organized, resourceful and creative self-starter who is able to manage multiple projects and changing priorities on a tight deadline. Must be detail-oriented.
- Availability to work evening and weekends as required.

Education and Experience

- Bachelor's degree preferred or equivalent related experience.
- Minimum of three year's experience managing all aspects of digital media marketing including email marketing software.

Contact Responsibilities

- Will be required to communicate to the public, Board members, donors, customers, business contacts, vendors, elected officials and management on matters of business, schedules and meetings. Some of the information is highly confidential. Requires the use of tact and good judgment.

Language Skills

- Must have the ability to effectively relay information and respond to questions. Must have superior writing skills, and excellent communication, interpersonal and analytical skills.

Other Skills and Abilities

- Must have excellent computer skills.

Supervision

- Must be able to function with little or no supervision.

PHYSICAL REQUIREMENTS

While performing the duties of this job, the employee is frequently required to stand, walk, sit, kneel, bend, reach, climb grasp and key at a computer. While performing the duties of this job, the employee is regularly required to see, speak and hear. The employee must frequently lift and/or move up to 25 lbs. and occasionally lift and/or move up to 50 lbs.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those encountered while performing the essential functions of this job.

The noise level in the work environment is usually quiet.

This job description describes the general nature and scope of responsibilities for this position. Please note other duties may be assigned at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Salary – Competitive, commensurate with experience

Starting Date – Immediately

Interested individuals should send via email a cover letter with resume to:

Barbara Wanzo, Executive Director
Black Arts MKE, Inc.
929 North Water Street | Milwaukee, WI 53202 | bwanzo@blackartsmke.org

Black Arts MKE is an equal opportunity employer. People of diverse backgrounds are strongly encouraged to apply. This is a full time, salaried position.