



Marketing Manager

Brava! for Women in the Arts, a professional arts organization, owns and operates Brava Theater Center in San Francisco's Mission District. Brava cultivates the artistic expression of women, people of color, youth, 2SLGBTQIA+ and other underrepresented voices. For more information visit brava.org.

Brava seeks a Marketing Manager to join our team to execute the responsibilities listed below. The Marketing Manager works in collaboration with Brava's Production Manager, Rental Manager, Development Manager, Interim Managing Director, and Executive Director in uplifting the visibility of the amazing programs we provide, the over two hundred events we annually host, and the artists we work with.

KEY RESPONSIBILITIES:

- Coordinate and oversee all Institutional and Programmatic Marketing efforts for Brava
- Create, manage, and update online content across all platforms ensuring that all information on the website, social media outlets, weekly e-blasts, and other postings are up to date.
- Work with the Social Media Manager and Publicist to develop tailored marketing strategies for each individual event.
- Solicit marketing materials needed for programs and events from artists and rental clients
- Work with Brava's Graphic Designer and oversee the creation of digital content and printed collateral including brochures, posters, postcards, etc.
- Oversee the timeline for the roll out of marketing strategies including ticketing, press releases, social media outlets and fundraising campaigns.
- Creates ticket links, manages ticket pricing, discounts, and ticket reporting to rental clients and artists.
- Work with the team to develop and implement plans for audience, community, and sponsorship outreach.
- Ensure all Brava Presents events and activities are documented, recorded and photographed.
- Attend designated events and productions held at Brava Theater Center.

QUALIFICATIONS

- Excellent organizational, editing, and writing skills
- Demonstrated ability to manage several projects simultaneously
- Proficient in marketing applications (Adobe Creative Suite, Canva, Squarespace, Instagram, Facebook, etc.)
- Ability to work in an active office with multiple projects in development simultaneously
- Ability to work independently and creatively
- A flexible and innovative approach to problem solving and collaboration

PREFERRED EXPERIENCE & INTERESTS

- 2+ years' experience in non-profit arts marketing
- Appreciation of dance, theater, and the performing arts
- Knowledge of Bay Area communities of color, LGBTQ and women performing artists
- Understanding of event production



HOURS & COMPENSATION

- The position requires 20+ hours per week.
- The annual compensation for the Marketing Manager position is \$40,000 - 45,000, depending on experience and proven track record of increasing earned revenue.
- Benefits Package: Vacation and sick leave.

Please submit a cover letter and resume to Frankie Burton, frankie@brava.org