



Email Marketing Manager

The American Theatre Guild is a dynamic 501(c)(3) nonprofit organization and the largest touring Broadway presenter in the nation. We proudly bring the magic of Broadway to fourteen markets across the country! Our mission is the key to what drives our organization. We are dedicated to providing the experience of live theatre to foster passion, inspire creativity and empower youth within our communities. Our passionate team strives to share the transformative power of live theatre with our patrons and nurture the artists of tomorrow.

Job Duties:

- Develop and oversee email marketing campaign strategy for season membership, individual shows and institutional communications via Salesforce Marketing Cloud.
- Implement and utilize Salesforce Marketing Cloud tools including but not limited to Journey Builder, Automations, SMS, and Einstein AI to maximize campaign ROI and efficiencies.
- Maintain, communicate and track all email requests, deployment schedules and email content (copy/graphics).
- Oversee email processes and systems including proofing, approvals and analytics.
- Collaborate with communications and creative departments on copy and creative needs for optimal email performance. Make recommendations to teams regarding email best practices.
- Create and deploy email marketing campaigns.
- Oversee coordination of venue and external email marketing initiatives including, but not limited to, Ticketmaster CENs and venue presales/special offers.
- Trend and Industry Awareness: Stay informed about both theater and email marketing trends, emerging technologies (like AI, software). As well as best practices for email marketing to continually improve department and best use technologies available.
- Works closely with the sales and analytics team on CRM and database to ensure accuracy in lists and targeted outreach.
- Integrate GA4 and revenue tracking elements into emails in collaboration with the digital marketing team.
- Increase and optimize email list subscriptions.
- Implement tactics to measure KPIs, increase open and click rates, conversions and additional engagement metrics.
- Develop and manage A/B and multivariate testing to continually improve subject lines, creative, and send strategies.
- Responsible for final email strategy and messaging.
- Oversee Email Marketing Coordinator position.

Basic Requirements:

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- BA in Marketing, Advertising, Communications, Graphic Design, related field or equivalent work experience
- Three or more years of experience in email marketing or digital communications

Preferred Requirements:

- One or more years experience with HTML and Salesforce Marketing Cloud email platform

Knowledge, Skills & Abilities

- Exceptional organizational skills and attention to detail
- Excellent written and verbal communication skills
- Ability to multi-task and learn quickly in a fast-paced environment
- Desire to be proactive and innovative
- Ability to effectively communicate cross-functionally with departments
- Knowledge of Adobe Photoshop, Illustrator, InDesign, and other graphic design software.
- Proficient with Microsoft Office Suite or related software.
- Thrive in a fast-paced collaborative environment with a high-volume workload often requiring short turnaround times.
- Adapt to ever-changing marketing practices within the Broadway Touring Industry and individual markets' needs.

Working Conditions & Physical Demands:

- The employee is often required to sit and use their hands and fingers, to handle or feel and to manipulate keys on a keyboard for up to 8 hours a day.
- The employee is often required to stand, walk, reach with arms and hands, climb or balance, and to stoop, crawl, kneel, or crouch.
- This position requires working indoors with controllable environmental conditions and temperature.
- This position requires the employee to talk and hear. Requires face-to-face discussions with individuals and teams, opportunity to make decisions without supervision, mistakes are not easily correctable and have serious consequences that impact the results of co-workers, customers or the company.
- Vision abilities required by this job include close vision.
- Employees will spend prolonged hours in front of computer screens.

The compensation range for the position takes into account the wide range of skill sets and experience we are seeking and will be considered when making compensation decisions.

FLSA Status: Exempt

DISCLAIMER: This job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position, and in no way states or implies that these are the only duties to be performed by the employee occupying this position. These duties are subject to

change at the discretion of the Management. Employees will be required to follow and perform any other job-related instructions and duties in compliance with Federal and State Laws. All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an “at-will” basis.