



Marketing Manager

Background / Overview: Since its founding in 1968, National Black Theatre (NBT) has continuously served as a hub for the next generation of Black theatre artists by providing training, creative development and opportunities to showcase their work. NBT produces transformational and dialogue-generating theatre that successfully shifts inaccuracies around African Americans' cultural identity by telling authentic, intersectional stories of Black life. In 2020, NBT began a major building redevelopment project that will enable it to sustain and grow its mission exponentially.

NBT is seeking a full-time Marketing Manager to engage NBT's community and audiences in its work via various online vehicles and channels. This person will utilize NBT's social media and other digital platforms to promote its programs, impact, and values, with the goals of increasing awareness, supporting community, engaging audiences, building new partnerships, raising funds, and driving ticket sales.

This is a full-time exempt role, with a salary of \$75,000, reporting to the Marketing & Communications Director. NBT is operating a hybrid schedule, with 2-3 days/week expected to be in person in its Harlem office or on site at productions, rehearsals and other events.

Responsibilities: The Marketing Manager's responsibilities include but are not limited to:

- Manage the tactical implementation of marketing and communications campaigns, including social media, email, web, and event materials.
- Manage institutional content calendar, marketing production calendars, and asset coordination for all marketing initiatives.
- Work in tandem with the Marketing Project Coordinator to track timelines, deadlines, and assets for ongoing campaigns and initiatives.
- Draft, edit, and proof communications content across platforms (social, email, web, collateral).
- Coordinate internal input and approvals from relevant departments, ensuring accuracy and alignment.

- Oversee box office functions during productions - including processing comp'd tickets and coordinate with House Managers on VIP seating practices
- Bring a customer service mindset to communications and identify ways marketing can enhance the overall patron journey.
- Monitor community engagement trends and make adjustments to optimize performance; generate ideas for new audience cultivation and development.
- Track key marketing performance metrics (e.g., open rates, click-throughs, engagement), and deliver concise internal reports.
- Share insights and flag performance trends to inform future campaign refinement.
- Stay informed about evolving digital tools and practices to improve outreach effectiveness.

Experience/Skills

- 4–6 years of experience in marketing and communications roles, preferably in arts, culture, or mission-driven organizations.
- Demonstrated creativity and effectiveness with social media engagement.
- Excellent writing, editing, and content production skills.
- Highly organized and detail-oriented, with ability to manage projects by clearly defining roles and timelines, often across teams; managing multiple priorities under tight deadlines.
- Familiarity with and strategic instincts for utilizing tools such as Mailchimp, WordPress, Meta Business Suite, and social media platforms; ability to analyze online behavior to guide decision-making.
- Basic design skills: ability to draft and edit graphics and video (reels) and audio files, using Adobe applications (Photoshop, Illustrator, InDesign, Premiere), Canva, etc.

To Apply: Send a resume and cover letter to: <https://100hires.com/j/rir4snk>