



THE MCKNIGHT CENTER

FOR THE PERFORMING ARTS AT OKLAHOMA STATE UNIVERSITY

McKnight Center for the Performing Arts | 419 S. Monroe Stillwater, OK 74074

Digital Marketing Manager

Position Profile

Reports to: Director of Marketing

Status: Full-Time, Exempt

Supervises: Social Media Intern

MCKNIGHT CENTER MISSION:

The McKnight Center for the Performing Arts inspires and transforms individuals' lives through artistic excellence, shared creative experiences, and impactful learning opportunities. Performances and events are presented in a supportive environment that seeks to eliminate obstacles to attendance for all audiences.

VISION STATEMENT:

Oklahoma State University leads land grant universities in their contributions to art and culture in America, creating a dynamic, highly reputable institution where young artists desire to attend and learn, faculty are eager to contribute, and the OSU family continue their loyal journey with a balance of exceptional academics, innovative research and an enriching art and culture environment.

PRIMARY PURPOSE:

The Digital Marketing Manager is responsible for the success of The McKnight Center's digital marketing efforts under the supervision and strategic guidance of the Director of Marketing. This position will leverage digital channels, including but not limited to, website, social media, email marketing, and digital monitors and apps, to accelerate content strategy leading to ticket purchases and other organization goals.

JOB RESPONSIBILITIES AND EXPECTATIONS:

- Oversee daily social media marketing strategies, including executing social media campaigns on a variety of platforms such as Facebook, Instagram, Twitter, LinkedIn, YouTube and more.
- Create relevant and engaging marketing collateral and content for website and social channels that tells the center's story and increases followers. Content includes but is not limited to text, photography, videos, gifs, shared posts from artists and users, and contests.
- Organize and coordinate live social media events, takeovers, hangouts, and broadcasts, as well as provide social media coverage for other marketing events, shoots, tapings, broadcasts, interviews, etc.



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- Track and analyze digital marketing performance indicators and provide data driven reports and recommendations for changes across all digital platforms on a monthly basis.
- Actively participate in The McKnight Center's online conversation and constantly search for unique stories originating from our users.
- Stay up to date on industry trends and best-in-class social media strategy.
- Coordinate with community partners to gather needed information and graphics and to generate relevant content. Partners may include but are not limited to the OSU campus, various marketing departments, photographers, video production teams, and artists. Coordinate with partners regarding appropriate scheduling of shared posts.
- Create and administer ongoing social media marketing timelines with strategies regarding short, mid, and long-term goals, and evergreen tactics.
- Plan, develop and maintain dynamic, interactive content and graphics for McKnight Center website using HTML.
- Implement website upgrades, new features, and general website maintenance.
- Coordinate PR efforts across digital platforms to accompany traditional marketing efforts.
- Draft, edit and send email marketing campaigns in MailChimp and through CRM (AudienceView).
- Plan, create, and implement branded content across digital monitors in the McKnight Center.
- Develop, protect, and propagate the institutional brand.
- Enhance The McKnight Center's visibility, maintaining a positive and professional organizational image.
- Supervise interns, including tasks and projects, schedules, evaluations, and timesheets.
 - Assist as needed with leading tours of The McKnight Center.
 - Provide McKnight Center constituents with a personalized and caring customer service that aligns with the stature of world-class visiting guest artists.

The McKnight Center further expects each employee to adhere to policies and procedures; work in a safe manner; maintain a positive and respectful attitude; communicate regularly with supervisor about department issues; demonstrate efficient time management and prioritize workload; demonstrate regular and consistent attendance and punctuality; meet department productivity standards; participate in McKnight Center events as needed or required; and complete other duties as assigned.



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JOB COMPETENCIES AND EXPERIENCE:

- Bachelor's Degree in Communications, Marketing, Public Relations, Journalism, or similar field.
- 3-5 years' experience in digital marketing or equivalent experience.
- Experience in creating organic and paid campaigns and data analytics on digital platforms including but not limited to, Facebook, Twitter, Instagram, YouTube, and LinkedIn.
- Experience in analytics software across digital platforms, including Google Analytics.
- Experience using content management systems.
- Ability to read and write basic HTML.
- Strong understanding of user-generated content management, content marketing, and reputation management.
- Knowledge of SEO best practices.
- Passionate about content marketing, social media, the evolving digital world, and where social media fits in the path to purchase.
- Highly organized, motivated self-starter that can multitask and juggle priorities during peak seasons.
- Excellent organizational, communication, and analytical skills.
- Must be flexible and dependable and have an enthusiastic and positive attitude.
- Able to facilitate a collaborative work environment.
- Ability to work independently and prioritize duties with minimal supervision.
- Capable of problem-solving through appropriate channels.
- Comfortable giving tours and public speaking.
- Strong customer service skills.

ORGANIZATIONAL COMPETENCIES:

- **Effective Communication:** Able to present effectively to large groups of individuals; is clear, articulate, and direct in sharing and providing feedback.
- **Execution & Initiative:** Drives a high-performance culture, having the ability to differentiate performance and demonstrate managerial courage; maintains focus on organizational priorities; seeks to ensure that strategic initiatives are effectively executed and communicated to relevant audiences within the organization; encourages an environment in which results surpass activity and teamwork surpasses results; able to remain focused on only mission-related initiatives.
- **Teamwork/Interpersonal Skills:** Builds cohesive teams of people across organizations based on strong personal trust and relationships; motivates the organization to increase employee engagement levels; constantly assesses and builds team morale; seeks out relationships with experts as a means of obtaining information about best practices and skills vital to departmental and organizational success;



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maximizes personal networks in different parts of the organization, campus & community partners, and effectively uses contacts to achieve organizational goals.

- **Problem Solving/Judgment:** Appropriately applies risk management practices, including the escalation of risk issues, and recognizes and undertakes opportunities for others to learn from inevitable mistakes, and incorporates experience in future decisions; able to anticipate problems/challenges and required strategy for a situation; makes connections among previously unrelated ideas and looks beyond the first right answer.
- **Adaptability/Flexibility:** Encourages others to challenge the status quo; able to quickly adapt during changing circumstances; foresees potential breakdown in the establishment/development of change and proactively recommends modifications to maintain standards of deliverables; anticipates specific reasons underlying resistance to change and proactively implements approaches to address potential concerns; remains active, visible, and engaged throughout all stages of change management.
- **Courage & Conviction:** Takes responsibility for outcomes regardless of success and learns from all results; creates a departmental environment where failure is an opportunity for learning
- **Patron Centered:** Uses patron and university feedback to improve service and feed into the business planning; builds performance-based business relationships by identifying and meeting patron needs rather than simply relying on social or affiliated relationships.

PHYSICAL REQUIREMENTS:

Must use a computer terminal and view a computer screen for extended periods of time. Must talk in person or by phone (frequently and sometimes for extended periods) to people on campus and throughout the region. Must constantly use visual acuity to check printed and designed materials of various types. Must be able to navigate within The McKnight Center. Typical office working conditions.

DIVERSITY AND INCLUSION:

The McKnight Center is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, color, disability, gender, gender expression, gender identity, genetic information, race, national origin, religion, sex, sexual orientation, or status as a protected veteran.

APPLICATIONS:

Please submit cover letter, resume, and professional references to HR@McKnightCenter.org. Please, no phone calls.