

SPOLETO FESTIVAL USA

Digital Marketing Manager

Summary:

Spoletto Festival USA is seeking a full-time Digital Marketing Manager to join the Marketing and Public Relations department. Position is responsible for supporting and implementing digital marketing initiatives to drive ticket sales, build audiences, and increase brand awareness. This position will report to the Director of Marketing and Public Relations.

Responsibilities:

- Support and implement Spoletto Festival USA's online marketing presence and digital strategy
- Manage Google and Facebook paid advertising, identifying trends and insights, and optimize spend and performance based on results
- Monitor and report digital analytics, assessing against goals (ROI and KPIs)
- Sustain cross-departmental email marketing efforts, including design and deployment
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Collaborate with internal teams to manage website content, create landing pages, and optimize user experience
- Work with contracted web developers to ensure the website is functioning and the features are up to date
- Oversee SEO and re-targeting initiatives
- Coordinate and assist in the creation and development of website and social media content, media relations, and communications materials as needed
- Other duties as assigned

Preferred Qualifications:

- BA/BS in communications, marketing, or equivalent
- Minimum 2-year experience with digital marketing
- Experience with Google Ads, Google Analytics, and Facebook Ad Manager
- Strong writing and editing skills
- Proficient in SEO and SEM management
- Understanding of website design and analytics
- Knowledge of WordPress and HTML editing
- Experience implementing social media strategies
- Experience creating effective email campaigns
- Strong analytical skills and data-driven thinking
- Ability to work as part of a team
- Proficient in Adobe Creative Suite software and Microsoft Office
- Ability to multi-task in order to meet deadlines
- Strong attention to detail
- Interest in the performing arts is a plus

Compensation

Competitive salary; health, dental, vision, and LTD insurance; parking provided; paid leave and holidays; 401(k) matching program

About Spoletto Festival USA

For 17 days and nights each spring, Spoletto Festival USA fills Charleston, South Carolina's historic theaters, churches, and outdoor spaces with performances by renowned artists as well as emerging performers in opera, theater, dance, and music. Founded in 1977, this non-profit is internationally recognized as America's premier performing arts festival.

To Apply

Please submit a resume and cover letter to jbagley@spoletousa.org. No phone calls, please.