

Digital Marketing Manager

Spoletto Festival USA is one of America's leading performing arts festivals. Each spring, for 17 days and nights, the Festival fills Charleston's historic theaters, churches, and outdoor spaces with more than 150 performances in opera, theater, dance, and chamber, symphonic, choral, and jazz music. The 2026 Season will run from May 22 through June 7.

Spoletto is a 501(c)(3) nonprofit organization with an annual operating budget of \$10–12 million and a year-round staff of approximately 30. During the Festival season, the team expands to more than 500 seasonal employees and contractors.

Job Description

The **Digital Marketing Manager** plays a key role in shaping the Festival's online presence and driving engagement through creative, data-informed digital marketing initiatives. This role oversees the Festival's digital ecosystem — including social media, email marketing, website management, and digital advertising.

Position Type: Full-time, exempt, and benefit-eligible

Hours: A standard 40-hour work week; including work nights, holidays, weekends, and extended hours as required; on-call during Festival period

Anticipated Start Date: December 2025

Location: Charleston, SC (on-site)

Department: Marketing

Reports to: Head of Marketing Department

Responsibilities

Social Media Management

- Oversee social media strategy to position the Festival as a lifestyle brand that celebrates both art and audience.
- Manage all day-to-day activity across Instagram, Facebook, and LinkedIn, including content planning, posting, community engagement, and reporting.
- Ensure consistent brand tone, visual identity, and messaging across all digital channels.
- Work closely with Marketing & Communications Apprentices to guide content creation and ensure high-quality creative output.

Graphic Design

- Design, produce, and distribute graphics for artists, staff, donors, and partners for use across digital and print platforms.
- Create digital advertisements, promotional graphics, and visual assets for campaigns and events.
- Design and format print and digital collateral, ensuring brand consistency and production accuracy.
- Proficiency with Adobe Suite preferred - Illustrator, InDesign, Photoshop.

Email Marketing

- Partner within the organization to execute weekly email campaigns promoting ticket sales, announcements, and in-Festival programming.
- Develop and deploy segmented content informed by sales data and audience targeting through Tessitura lists.
- Collaborate with internal departments to build and send all external organizational emails.

Digital Advertising & Analytics

- Develop and implement targeted digital ad strategies across Meta (paid social), Google PPC, and Google Performance Max.
- Allocate digital advertising budgets strategically to maximize reach and conversions.
- Maintain accurate GA4 tracking across all domains, ensuring proper revenue and campaign performance tracking.
- Ensure the Festival's website remains compliant with cookie, privacy, and data security standards.

Website Management

- Support day-to-day website updates, content adjustments, and requests from internal departments.

Required Qualifications

- Minimum of 3–5 years of experience in digital marketing, with demonstrated success managing social media, email marketing, and digital advertising campaigns.
- Proven ability to translate data and analytics into actionable marketing insights.
- Strong experience managing organizational social media accounts (Instagram, Facebook, and LinkedIn) with a clear understanding of audience engagement and brand voice.
- Proficiency with Adobe Creative Suite, particularly Photoshop, Illustrator, and InDesign.
- Hands-on experience with email marketing platforms (such as WordFly, Mailchimp, or Constant Contact) and CRM systems for list segmentation and reporting.
- Familiarity with Google Analytics 4, Meta Business Manager, and Google Ads.
- Excellent writing, editing, and proofreading skills with keen attention to detail.
- Strong organizational and project management skills, with the ability to balance multiple deadlines and priorities in a fast-paced environment.
- Collaborative team player with excellent interpersonal communication skills and a proactive, solutions-oriented approach.

Desired Qualifications

- Background in the arts, culture, or live performance sector.
- Background in brand strategy, audience development, or campaign planning.
- Working knowledge of Tessitura or similar CRM systems for marketing segmentation and performance tracking.
- Experience developing and managing paid digital advertising campaigns (Google PPC, Meta, or Performance Max).
- Basic video editing skills (Premiere Rush, Premiere Pro, or similar platforms).
- Familiarity with web content management systems such as WordPress or comparable tools.

Additional Requirements

- Physical requirements include sustained focus and visual concentration on screens, frequent communication in various formats, the ability to sit or stand for extended periods, and lift, push, or pull up to 50 lbs. Must be able to work at a desk for long periods, use computer equipment, and travel between facilities and venues while carrying materials. Reasonable accommodations will be provided in accordance with the ADA.
- Ability to work in a constant state of alertness and in a safe manner.
- Must possess (or be able to immediately obtain upon hire) and maintain a valid driver's license. Must be able to drive a Festival-provided vehicle and have access to reliable personal transportation.
- Must be able to pass and maintain a clear background check.
- Demonstrated commitment to fostering an equitable, accessible, and inclusive environment for Festival staff, artists, audiences, and communities.
- Flexibility with work schedule, including work nights, holidays, weekends, and extended hours as required; must be available to work long days, nights, and weekends during the Festival with a positive attitude.
- This position is based in Charleston, SC, with on-site presence required during the Festival period. Remote or hybrid work may be possible with prior approval from the supervisor.

Compensation

The salary range for this position is \$50,000 – \$65,000 annually. The salary offered will be commensurate with the selected candidate's experience and qualifications.

Full-time Employee Benefits + Perks:

- Comprehensive Medical, Dental and Vision Insurance
- Health Savings Account and Health Reimbursement Arrangement
- Life and Disability Insurance
- 401(k) Retirement Plan with Employer Match
- Employee Assistance Program
- Generous Time Off: Paid Vacation Days + Paid Office Closures (11 Holidays + 23 Office Closures)
- Paid Sick Leave
- Free Onsite Parking
- Complimentary Festival Performance Admission for Staff and Guest

To apply: Please send a resume and cover letter to careers@spoletousa.org with the subject line “Digital Marketing Manager.” Three references with email addresses are required. No phone calls, please.

Spoletto Festival USA is an equal opportunity employer and committed to diversity in hiring. Equity is central to our culture, mission, and who we are as an arts organization. Spoleto Festival USA does not discriminate in employment on the basis of an individual's race, color, sex, gender identity, gender expression, genetic information, hairstyles or hair texture, national origin, religion, age, sexual orientation, individuals with disabilities, pregnancy, parental status, marital status, military status, or any other status protected by federal, state or local law. Our greatest strength comes from our ability to come together as unique individuals — come as you are and bring the best version of yourself.

Uncertain if you fulfill every requirement in our job description? Don't let that deter you! If you think you have the potential to shine in this role, we wholeheartedly invite you to apply. At Spoleto Festival USA, we enthusiastically evaluate a wide spectrum of candidates, valuing their diverse workplace backgrounds and experiences. Whether you're entering the world of arts and culture administration, reentering the workforce after a break, contemplating a career shift, or pursuing advancement on your career journey, we're eager to consider you for exciting opportunities within our organization. Your application will be met with appreciation and thorough consideration.