



Digital Marketing Specialist Job Description

Schedule: Full-Time
Reports to: Marketing Manager
Designation: Non-Exempt
Direct Reports: None

About This Role

The Digital Marketing Specialist plays a crucial role in driving digital excellence for the organization, specifically across audience engagement, ticket sales, and growth in awareness of our diverse programming offered to the Manitowoc community. The ideal candidate will be a creative doer with a passion for online marketing and a track record of successful marketing campaigns. They should be able to balance multiple projects, work collaboratively with various departments, and thrive in a fast-paced environment.

Responsibilities

1. Partner with the Marketing Manager to implement approved marketing strategies for the Capitol Civic Centre's events, programs, and initiatives.
2. Implement the digital marketing elements of the marketing plans for individual shows and series.
3. Implement and manage digital content across our website, social media, search, and email marketing platforms.
4. Manage the Capitol's digital marketing advertising: media planning and media buying across Meta and Google platforms.
5. Work with the Graphic Designer to ensure digital assets are aligned with best practices. Create custom digital assets when necessary.
6. Analyze marketing data and adjust strategies to optimize ticket sales and audience engagement.
7. Provide regular reporting to leadership on marketing effectiveness and return on investments.
8. Partner with the box office to ensure smooth ticketing processes and transfer of patron and purchase data into marketing channels as necessary.

Commitment

- Typical schedule is Monday – Friday from 8 AM to 5 PM
- Occasional evenings and weekends required for capturing content during events

Requirements

- Associate's or Bachelor's degree in Marketing, Business, or related field is preferred
- 1-2 years of experience in digital marketing
- Strong written and verbal communication skills
- Strong organizational and project management skills
- Proficiency in digital marketing tools and social media platforms including Meta and Google

- Experience with graphic design and content creation platforms including video editing (Canva, Adobe, CapCut, others)
- Ability to analyze data and metrics to inform marketing decisions
- Interest in music and performing arts is ideal

Environment

This position constantly operates a computer, phone, and other office machinery. The person in this position must remain stationary 75% of the time. They must be also able to move boxes weighing at least 20 lbs. on occasion.



The Capitol Civic Centre is an equal opportunity employer committed to fostering a diverse and inclusive workplace.