



TOWER THEATRE

425 NW 23RD ST. SUITE 209 OKC, OK 73103



PONYBOY

423 NW 23RD ST. OKC, OK 73103



BEER CITY MUSIC HALL

1141 NW 2ND ST. OKC, OK 73106

Job Title: Marketing Manager

Department: Marketing

Direct Report: CEO

Job Summary:

We are seeking an experienced Marketing Manager to join our marketing team. Must be innovative, with an entrepreneurial spirit and can thrive in a fast paced, dynamic, startup environment. The primary goal of this position is to grow our revenue and audiences through ticket sales, food and beverage promotion, merchandise sales, and guest experiences through effective marketing strategies.

Responsibilities & Duties:

- Manage the marketing team efficiently, coordinate and communicate with other department heads to maintain effective strategies. This includes but is not limited to: hiring, firing, corrective action, time keeping, and project management.
- Create and maintain marketing plans and budgets, adjusting as needed.
- Collaborate with the Creative Department to ensure brand standards are maintained across all venues.
- Oversee advertising settlements for each show and provide post show marketing analytics recaps to artists and administrative team.
- Responsibly buy and report data for media placements for artist driven events, internal events, and brand marketing including, but not limited to, radio, TV, print, outdoor, and digital.
- Develop and manage street team program.
- Coordinate with Regional Marketing Director to facilitate regional marketing and earned media exposure through giveaways, appearances, and promotions.
- Oversee and grow social media presence, maintain websites, research trends, and apply promotions.
- Implement internal and external ad schedules appealing to specific demographics.
- Craft, distribute, and track press releases to media outlets. Supervise publicity, advance press interviews, and work with management, label, and public relations agencies to coordinate artist availability for event promotions. Includes onsite coverage for day of show marketing needs supporting radio partners, meet and greets, guest lists, press photographers, and more.
- Work closely and understand relationships with partners in ticketing, sponsorship, food and beverage, private events, and community stakeholders to assist in marketing where applicable. Includes activations, promotions, and programs.
- Become proficient in the proprietary software and systems used by our company and industry. Including but not limited to: Prism, Sparrow, Prekindle, Monday, Slack, YoDeck, Heartland, etc.
- Other responsibilities and duties as assigned.

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Qualification & Requirements:

- 2+ years experience or relevant education in marketing or similar fields.
- Managerial and Customer Service Experience
- Flexible schedule with availability for nights and weekends.
- Experience managing branded social media accounts: Facebook, Twitter, Instagram, TikTok, etc.
- Thorough SEO & SEM understanding and experience.
- Be able to communicate effectively and confidently in person, over the phone, and in written forms.
- Google Workspace, Microsoft Office, Adobe Creative Suite, and/or Monday, experience is a plus.

Compensation:

- Commensurate with experience
- Eligibility for Healthcare after 60 days of employment
- 2 weeks paid vacation

Application Process:

- Please submit your resume, relevant work examples, and references to hire@towertheatreokc.com
- Please use the subject line: Interview Request - Marketing Manager