



Job Title: Marketing Manager, Simon Center

Department: Center Marketing Management

Reports To: Director, Center Marketing Management

Date: September 24th, 2009

POSITION SUMMARY

Reporting to the Director, Center Marketing Management, the *Marketing Manager, Simon Center* is responsible for the development, communication, implementation and support of the strategic integrated 360 degree marketing plans assigned for the Simon Center including the 300 bed deHirsch Residence, 92Y's lecture and talks series and Personal development, language and humanities programming. Works within the Strategic Marketing and Business Development department (SMBD) to lead the development of audience-centric marketing and communications plans for the Simon Center.

MAJOR ACCOUNTABILITIES

1. Works closely with the Simon Center Director and the Center programming team to project manage the Simon Center's integrated marketing group (Public Relations, Sales & Customer Service, Publications, Internet, Creative, Advertising) with the goal of: maximizing Simon Center revenue in terms of increased ticket sales and room bookings; developing and increasing audience size; and building the institutional brand value. Integrates the Simon Center plan with the Center's marketing group to deliver all goals on time through internal trafficking systems and ensure they are compelling to the institutions' variety of audiences.
2. Develops annual planning process that links audience with Simon Center objectives and 92Y's overall business strategy. Works closely with Simon Center Director to develop and execute marketing plans that ensures that the results of the planning process are executed in a dynamic fashion that adapts to real time market learning. Ensures integration of Simon Center plans.

3. Defines scope and objectives of individual projects; develops preliminary project plan, budget and project timeline in order to determine required resources. Identifies key project metrics and implements tracking systems to ensure successful implementation and conclusion. Reviews and tracks status of projects and periodically reports status to Director of Center Marketing Management.
4. Implements brand positioning work through Simon Center goals and ensures that clarity behind audience motivations are reflected in all elements of marketing plan. Identifies brand growth drivers and rallies 92Y Centers and the institution to execute against them.
5. Identifies ways to effectively package and promote specific marketing strategies including promotion, event marketing, Public Relations, Direct Marketing, online advertising and internal communications. Advises Simon Center Director on advertising and marketing communication best practices.
6. Reviews and edits marketing, outreach and communications materials. Coordinates advertising and marketing communication and support for key Simon Center staff.
7. Manages and directs other disciplined teams engaged to support marketing efforts for the Center. Oversees creative development and activation through other marketing disciplines. Manages daily communication between SMD and the Simon Center.
8. Creates a strong customer-focused culture and environment. Develops and tracks compliance with quality and service standards.
9. Performs other related duties as assigned.

EDUCATIONAL REQUIREMENTS

- Bachelor's degree in Advertising, Marketing, or Communications. Significant and directly related work experience in advertising, direct marketing, e-commerce, promotion or publishing may be substituted for the degree requirement.

EXPERIENCE, SKILLS & QUALIFICATIONS

- Minimum three (3) years of marketing manager experience in advertising and media, or brand management with a strong interests in cultural arts and/or non-profit organizations.
- Excellent verbal and written communication and presentation skills.
- Demonstrated project management including demonstrated intellectual agility in quickly identifying core issues and making quality decisions in restricted time frames.

- Demonstrated experience in successfully managing multiple and simultaneous projects and timelines including situations where deadlines may be conflicting.
- Superior management skills and experience in managing and working with creative staffs to resolve routine and complex project issues. Strong leadership skills including the ability to influence management and staff. Successful experience working with internal and external staffs of all levels to resolve complex project issues.
- Demonstrated experience working in a dynamic team- and matrix-based environment where close coordination and cooperation is required.
- High level Proficiency in Microsoft Office Suite including experience with variety of database tools. High level knowledge of internet technology.
- Demonstrated knowledge, expertise and efficiency in Tessitura software highly desirable.

REQUIRED WORKING CONDITIONS

- Standard workweek is 40hours per week, Monday through Friday. Incumbent must have scheduling flexibility to meet project deadlines and attend various programs and events that may occur after hours and on weekends.

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