



PACIFIC ARTS
MOVEMENT

MARKETING MANAGER JOB DESCRIPTION

Pacific Arts Movement is seeking a passionate, outgoing, and highly-motivated Marketing Manager to advance the organization's mission, visibility, and community engagement.

About Pacific Arts Movement:

Pacific Arts Movement, presenters of the San Diego Asian Film Festival (SDAFF), is a nonprofit media arts organization dedicated to inspiring, educating, and supporting a more compassionate society through Pan Asian cinema to the broadest audience possible. We serve more than 30,000 people each year primarily through our Spring Showcase and SDAFF, and maintain a robust social media and online presence throughout the year. We also produce youth documentaries through our Reel Voices program.

Position Summary: A full-time exempt position, the Marketing Manager oversees all marketing and public relations efforts throughout the year to broaden our constituency and position the organization in a way that results in increased audience awareness and engagement, local and regional visibility, ticket sales, and street buzz. These efforts include, but are not limited to, managing our newsletter, social media, website, graphic design, and video production in support of programs such as Membership campaigns, Spotlight Screenings, SDAFF Spring Showcase, and our largest event, the San Diego Asian Film Festival. The Marketing Manager reports to the Executive Director and will work closely with the Artistic Director and programming team. The Marketing Manager will also oversee marketing interns/volunteers as well as contractors supporting graphic design, video production, and public relations.

Job Requirements:

- Strong ability to write appropriate, concise, and effective copy to engage a variety of audiences through various mediums (social media, newsletters, etc.)
- Excellent interpersonal skills and ability to work well with all levels of staff, board, and community partners
- Ability to multi-task, prioritize, and handle deadlines with flexibility and a positive attitude
- Knowledge of social media and web programs including MailChimp and WordPress
- Ability to manage various teams including contractors (graphic design, video production, PR) as well as cultivating interns and volunteers
- Ability to analyze demographics and other statistics to develop marketing strategies
- Experience with Google Docs and Gmail programs

- Deep interest in film, the arts, and Asian American and Pacific Islander communities
- Knowledge of community organizations in San Diego and experience in community building a plus
- Knowledge of Adobe Creative Suite a plus
- Foreign language skills a plus

Job Duties:

1. Create, execute, and manage Marketing and PR strategy in support of Pac Arts' year-round programs with a focus on SDAFF and SDAFF Spring Showcase
2. Manage Pac Arts digital presence through the organization's social media channels, newsletter, and website, including the creation and use of visual assets (video and photos).
3. Manage Pac Arts' brand to ensure all designs, collateral, and campaigns positively reflect the organization's brand and mission
4. Oversee the messaging, design, creation, printing, and distribution of all marketing collateral in support of all Pac Arts programs and campaigns
5. Manage Pac Arts' public relations efforts with the support of PR contractor(s)/agencies to broaden Pac Arts local/regional recognition as well as to meet PR goals
6. Provide regular tracking reports to staff and board on relevant stats relating to audience and community engagement
7. Serve as point of contact for graphic designers, video production team, photographers, printers, and mailing houses
8. Survey, track, and analyze audience demographics, website traffic, media impressions

START DATE: August 2019. We will keep the position open until filled.

COMPENSATION/BENEFITS: This is a full-time exempt position with a comprehensive benefits plan (medical/dental/vision/life), SIMPLE IRA contribution plan, and flexible time-off policy. Pay is commensurate with experience.

TO APPLY: Send cover letter and resume to: kent@pacarts.org with "Marketing Manager" in the subject line. Please NO CALLS. Pacific Arts Movement is an equal opportunity employer and encourages qualified candidates from all backgrounds to apply.