**Sales and Marketing and Marketing Manager Job Description**

**Job brief**

The Marketing and Sales Manager is an innovative and collaborative individual who serves our organization’s membership, actively recruits, secures membership sales and develops strategies for membership retention. He/she is responsible for sales of our Chamber publications, web site and event sponsorships. The individual manages business and fundraising events and markets our three-community area.

**Responsibilities**

* Maintain annual calendar of events for members and the public.
* Plan, organize, develop and implement a variety of member programs, including Business Before Hours and Business After Hours programs. Attend all major sponsored events.
* Assist with the creation and execution of projects, programs and events, providing the necessary and appropriate support for Board Committees. Provide support to Board Committees for events.
* Assist in identifying new sponsorships and fundraising initiatives.
* Provide support for all fundraising events.
* Manage and maintain website and e-communications to include monthly newsletters, constant contact, and collateral.
* Ability to attend trade shows, conferences and other regional and state meetings.
* Handle sales for all publications, web sites and other new ventures, including event sponsorships
* Research best practices in membership and implement best practices for membership benefits
* Managing, creating content, updating and keeping current the website, social media, Master
* database, e-communications, monthly newsletters.
* Membership retention and recruitment (sales), expanding membership base, including membership analysis.
* Managing, coordinating and facilitating Business Before Hours, Business After Hours, and educational sessions.
* Strategic development of and ad sales for the Experience
* Coordination, documentation

**Requirements**

1. Knowledge of and experience with marketing principles, especially as they relate to the non-profit arts industry. Minimum of two years’ experience in a marketing field.

2. Prior experience with ticket selling software, report generation and analysis, and computer troubleshooting.

3. Ability to effectively manage multiple projects concurrently while maintaining vision of superior service and company branding.

4. Strong written and verbal communication.

5. Prior experience supervising and training employees and/or volunteers.

6. Bachelor’s Degree in communications, Marketing or related field preferred.

7. Passion for live performing arts.