

NOW HIRING: Marketing Manager

The National Theatre, managed by Nederlander and located in the heart of downtown Washington, D.C., is the nation's oldest venue still presenting touring Broadway. The Broadway at The National marketing department seeks a highly motivated, detail-oriented individual with arts marketing and customer service experience to serve as its Marketing Manager. This position will focus on supporting the venue's marketing, promotional, and office operations.

Duties will include:

- Digital Marketing:
 - Manage, plan, and execute all social media efforts (Facebook, Twitter, Instagram, YouTube) for Broadway at The National. Includes copywriting, design, scheduling, engagement monitoring, and tracking/optimization.
 - Assist in the planning and execution of all email marketing efforts for Broadway at The National. Email platform is TM Engagement.
- Marketing Operations:
 - Track and report press mentions and media engagement for Broadway at The National.
 - Manage comp tickets for press and marketing partners in Ticketmaster.
 - Assist in managing FOH collateral updates and maintain collateral archive.
- Community Engagement and Outreach:
 - Manage benefit fulfillment for Broadway at The National's restaurant and community partners, including tickets, ad inclusions, and the like.
 - Manage tabling and activation efforts, representing Broadway at The National within the community to generate interest and further sales.
 - Manage outbound group sales lead generation (to be fulfilled by Box Office).
- Additional Support:
 - Manage group pre- and post-show events and subscription tabling, as required.
 - Provide additional logistical and administrative support to the department as needed.
 - Other duties as assigned.

Desired skills and experience:

- Bachelor's degree in arts admin, marketing, communications, or related field.
- 2-4 years of experience in arts marketing; preference given to commercial theatre experience.
- Knowledge of Ticketmaster a plus.
- Excellent written and verbal communication skills.
- Able to prioritize, work in a fast-paced environment, and handle multiple tasks at a time.
- Able to work non-traditional hours before, during, and after shows as needed.

Salary commensurate with experience.

The Nederlander Organization and National Theatre Group are committed to a workplace where everyone is free from bias, prejudice, discrimination, and harassment. The organization strives to ensure a welcoming work environment where everyone belongs and is valued, encouraged & respected for their unique contributions. We are focused on building a culture that acknowledges and values Diversity, Equity, and Inclusion. We are an equal opportunity employer and welcome all to apply.

To Apply: Interested candidates should submit resume, references, and cover letter via email to careers@broadwayatthenational.com or mail to theatre address below. No phone calls, please.

Broadway at The National/The National Theatre

Attn: Careers

1321 Pennsylvania Ave NW

Washington, DC 20004