



Angelina Arts Alliance

Marketing & Communications Manager Job Description

The Angelina Arts Alliance is a nonprofit arts and education organization that endeavors to enrich, entertain, and educate a diverse community by presenting and promoting the performing arts in East Texas. As a leading cultural organization in this region, Angelina Arts Alliance's vision is to serve as a cultural beacon in East Texas and advance the arts.

Summary Statement: The Angelina Arts Alliance ("AAA") seeks a Marketing & Communications Manager. This full-time position reports to the Executive Director and works to advance AAA's programs internally as well as externally. This position requires a comprehensive understanding of live events, performing arts, promotion, facility management, and personnel and volunteer management, as well as excellent people skills and strong written and verbal communication skills. Must have a passion for the performing arts, live music, and community engagement.

Qualifications:

Ideal candidates should have at least 2 years of relevant experience working in event management and/or production, event marketing, facility management, nonprofits, sales, and customer service. Performing arts experience is highly desired. A bachelor's degree is preferred in a related field of study. Wage commensurate with experience.

Essential Skills:

The ideal candidate will have a positive 'can-do' personality, superior customer service skills, excellent written and spoken communication skills, excellent organizational skills, the ability to multitask in a fast-paced environment, the ability to meet multiple deadlines, and the ability to problem-solve and manage conflict. The ideal candidate will adapt to a flexible work schedule, including night and weekend work; have knowledge of computer technology, graphic design, website & social media content creation/management, software useful for marketing a performing arts non-profit; and be able to learn new software programs, including ticketing programs. The ability to self-motivate, self-direct, and work independently is ideal. Must be able to sit and stand for long periods of time. Must have a valid driver's license, be able to lift up to 25 lbs., and pass a background check.

Responsibilities: Marketing And Pines Rental Coordination

This staff member will be responsible for all marketing efforts for Angelina Arts Alliance generally and individual events as deemed necessary. They will also assist in event operations and various other supportive activities when needed.

Marketing responsibilities include:

1. Marketing Strategy & Planning

- Develop and implement annual marketing plans for all AAA programs, series, and venues, including target audiences for individual performances and series.
- Establish promotional timelines and marketing campaigns for each performance.

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- Coordinate marketing efforts with AAA's programming, box office, development, education, and venue operations.
- Track marketing results and adjust strategies based on ticket sales, audience data, and campaign performance.

2. Performance & Event Promotion

- Create and execute promotional campaigns for the Performing Arts Series, Pines Night Out, Schooltime Series, Discovery Series, Classic Movie Series, and special events.
- Develop campaign calendars, promotional schedules, and marketing materials for each event.
- Coordinate artist-provided promotional materials, photographs, videos, biographies, logos, and other assets.
- Identify opportunities for cross-promotion among AAA programs and performances.
- Promote ticket sales, subscriptions, memberships, and special offers.

3. Digital Marketing

- Manage AAA's website content and ensure performance information, schedules, ticket links, and other information remain current.
- Manage and maintain AAA social media channels.
- Develop engaging content including posts, videos, reels, stories, event reminders, artist features, behind-the-scenes content, and audience testimonials.
- Manage email marketing campaigns and subscriber communications.
- Develop digital advertising campaigns through appropriate platforms.
- Monitor website, social media, email, and digital advertising analytics.

4. Traditional Media & Public Relations

- Develop and distribute press releases and media advisories.
- Maintain relationships with local and regional newspapers, radio, television, magazines, and online media.
- Coordinate interviews and media appearances for AAA staff, artists, and community partners.
- Prepare promotional copy for newspapers, radio, television, print publications, and other media.
- Maintain a current media contact list.
- Identify publicity opportunities that extend beyond paid advertising.

5. Brand Management

- Maintain consistent AAA branding and messaging across all communications.
- Ensure appropriate use of AAA logos, colors, photography, typography, and promotional language.
- Help communicate the distinct identities of each program series.
- Develop messaging that communicates AAA's mission, community impact, educational role, and value to the region.

6. Print & Creative Materials

- Coordinate development of season brochures, playbills, posters, postcards, flyers, digital graphics, advertisements, signage, and other promotional materials.
- Work with graphic designers, printers, photographers, videographers, and other outside vendors as needed.
- Maintain an organized library of current and historical marketing assets.
- Proofread and approve marketing materials for accuracy before publication.

7. Audience Development

- Develop strategies to attract new audiences and increase attendance among underrepresented or underserved audiences.
- Develop partnerships with businesses, schools, colleges, civic organizations, tourism organizations, and community groups to expand audience reach.

- Identify opportunities to introduce audiences to performances and artists they may not otherwise consider.
- Develop audience-building initiatives around specific genres, artists, age groups, and community interests.
- Support efforts to increase repeat attendance and cross-attendance among AAA programs.

8. Community & Partnership Marketing

- Develop cooperative marketing opportunities with sponsors, hotels, restaurants, retailers, schools, colleges, and other community partners.
- Provide sponsors and partners with appropriate promotional materials and recognition.
- Coordinate reciprocal promotional opportunities with other nonprofit and cultural organizations.
- Promote AAA as an important cultural and tourism asset for Angelina County and East Texas.

9. Audience Communications

- Develop pre-performance and post-performance communications.
- Provide audiences with useful information regarding parking, venue policies, doors/opening times, accessibility, concessions, and other event details.
- Develop artist and performance introductions, email communications, and other audience-facing content.
- Help collect and communicate audience testimonials and stories.

10. Marketing Analytics & Reporting

- Monitor ticket sales and campaign performance in cooperation with the Box Office.
- Track advertising expenditures and return on investment.
- Analyze email, website, social media, and digital advertising performance.
- Identify which marketing channels are producing measurable results.
- Prepare periodic marketing reports for the Executive Director and Board.
- Maintain historical marketing data to improve future campaigns.
- Work with the Box Office to analyze customer data and develop audience segments based on attendance history, purchasing behavior, geography, interests, and other appropriate factors.
- Use audience data to create targeted campaigns for specific performances and programs.
- Develop strategies to convert single-ticket buyers into repeat attendees and series/subscription purchasers.

Other Responsibilities:

- Assist in coordinating EnCorps Volunteers House Managers During Performance Dates
 - Support volunteer staff in their duties
 - Communicate essential information to house managers to assist smooth front-of-house activities
- Staff Support
 - Actively participate in evaluation and planning discussions
 - Provide backup, support functions, and duties for other staff members when needed
 - Help create a supportive team environment

Other General Guidelines

- Serve as an ambassador for the Angelina Arts Alliance in the community.
- The Angelina Arts Alliance is a growing organization, so flexibility in job assignments is essential. This job description is subject to change.