



Position: MANAGER, MARKETING + SPECIAL EVENTS

Reports To: Director, Institutional Advancement + Communications

Department: Institutional Advancement + Communications

FLSA Status: Full-time, Exempt

ABOUT KARAMU HOUSE

In 1915, Oberlin College graduates Russell and Rowena Jelliffe opened the Playhouse Settlement in a Cleveland area called The Roaring Third. The Jelliffes wanted to build an environment where people of different races, religions, and social and economic backgrounds could come together to seek and share common ventures through the arts, and Karamu House was established as a gathering place for racially diverse members of the surrounding community at that time. As the community became predominantly African American, Karamu responded with programs geared to their needs and interests.

Today, Karamu is evolving to be reborn as a beating heart for the entire community, regardless of race, ethnicity, sexual orientation, gender identification, or age, as it embarks on its second 100 years, retaining its historical identity as “a place of joyful gathering.” Core programs include a five performance, socially-relevant and professional quality theatre season; arts education in drama/theatre, music and dance for all ages; and community programming, such as a lecture series, and spoken word and music performances, that invites participation and engagement, reflection, and a re-commitment to cultural values.

MANAGER, MARKETING + SPECIAL EVENTS

The Manager of Marketing + Special Events coordinates marketing and communications for Karamu House, including theatre ticket sales (both single ticket and subscriptions), arts education and community programming, in order to achieve revenue goals. This hands-on role coordinates and helps manage related marketing materials and campaigns, both print (e.g., flyers, brochures, direct mail) and online (e.g., email, website, social media). This role also provides active oversight of any special events, including the annual benefit event. Additionally, this role provides communications support for Karamu’s institutional advancement and public relations activities, as required.

PRIMARY RESPONSIBILITIES FOR THE ROLE INCLUDE:

- Manage marketing and campaigns for theatre season subscriptions and single ticket sales, arts education programming, facilities rentals through integrated marketing (e.g., print, web, visual/signage, social media, and email).
- Serve as webmaster and social media manager. Maintain and update the website and maintain an active and engaging social media presence across all platforms.
- Manage the marketing operating budget and negotiate contracts for print, radio, and/or online advertising and placement.

- Serve as media relations manager, establishing and maintaining relationships with industry influencers, key media and strategic partners—both regionally and nationally.
- Serve as liaison with outside contractors and agencies, as needed.
- Support the organization’s development efforts by collaborating with the development team and incorporating philanthropy messaging across all marketing-communications.
- Provide active oversight to all special events, including the annual benefit event. Serve as project manager and ensure an event that meets budget goals and achieves event outcomes.
- Other duties as assigned.

SUCCESS IN THIS POSITION REQUIRES:

- Experienced manager and team builder
- Effective communicator
- Advanced skills in Microsoft Office Suite
- Intermediate skills in Adobe Creative Suite (e.g., InDesign, Photoshop, Illustrator)
- A genuine interest in and knowledge of the theatre
- Proven organizational skills and ability to multi-task
- Strong writing skills

QUALIFICATIONS:

The successful candidate will possess the following:

- Bachelor’s Degree in marketing, public relations, communications or other related field.
- At least 3-5 years related experience and/or training or equivalent combination of education and experience preferred. Experience in the performing arts with a non-profit organization is preferred.
- Knowledge of and experience with marketing principles, especially as they relate to the non-profit arts field. Sets and meets high standards.
- Proven initiative, goal orientation and innovative thinking.
- Ability to work independently and as part of a team.
- Ability to work successfully under pressure to meet deadlines and goals.

COMPENSATION

Compensation will be commensurate with the experience and competitive with similar positions throughout the region. The range of benefits include medical and paid time off.

TO APPLY

Applicants for the position should send resume, cover letter and salary requirements to:

ATTN: Careers

Karamu House | 2355 E. 89th Street, Cleveland, Ohio 44106

careers@karamuhouse.org

NO PHONE CALLS