

Marketing Specialist Job Description:

Diablo Ballet is an award-winning professional ballet company celebrating its 33rd season of artistic excellence and community impact. For more than three decades, Diablo Ballet has captivated audiences with world-class performances while making a meaningful difference beyond the stage through innovative outreach and education programs. From inspiring performances at the Leshner Center for the Arts to transformative programs serving Title-I elementary schools, incarcerated youth and individuals living with Parkinson's disease through our Dance for Parkinson's Program.

Diablo Ballet is seeking a creative, collaborative marketing professional who believes in the power of the arts to enrich lives, strengthen communities, and inspire the next generation. If you are passionate about storytelling, audience engagement, and making a lasting impact through the arts, we invite you to join our dedicated team and help expand Diablo Ballet's reach while advancing our mission throughout the East Bay and beyond.

Reporting to the Artistic Director and Director of Operations, the Marketing Specialist duties include:

- Oversees and directs Diablo Ballet's audience engagement, cultivation initiatives, and marketing planning strategy to boost ticket sales.
- Responsible for the creation and project management of marketing collateral and advertising campaigns.
- Designs, writes and schedules email campaigns.
- Manages all audience engagement initiatives - creating incentives to drive single ticket sales to first-time and recurring patrons.
- Point person for soliciting and cataloging items for our annual gala and silent auction.
- Develops and manages the season subscription plan to secure current subscribers and generate new ones, including printed material, emails, and telemarketing.
- Manages all existing group sales and builds relationships with new organizations.
- Develops story ideas and pitches local press.
- Helps to coordinate the outreach to local restaurants and businesses for our annual Gourmet Gallop food and wine walk.

Qualifications

- Three years working in sales, marketing and/or public relations. Performing Arts experience strongly preferred.
- Outstanding written, verbal, and interpersonal communication skills. Must have demonstrable experience with social media.
- Phone solicitation skills needed, not afraid to make cold calls
- Excellent publication project management skills and attention to detail.
- Basic graphic design skills, knowledge of Canva is a plus
- Able to work independently and be a self-starter.
- General knowledge of and/or enthusiasm for the arts, and the ability to ignite that enthusiasm in others.
- Some weekend and evening work is required.
- Bay Area resident with reliable transportation to our Walnut Creek office.

Compensation: \$42,600 plus dental insurance: 32 hours a week – in person