



Job Description

Job Title: Graphic Designer and Marketing Coordinator
Department: Marketing
Reports To: Director of Marketing
FLSA Status: Exempt, salary

Company description

The Tobin Center has transform performing arts in San Antonio- delivering a world-class venue and world-class performances for everyone. The Tobin strives to excite all ages, cultures, lifestyle and income levels with performances by many different artists and performers.

The Tobin Center for the Performing Arts' mission is to provide state-of-the-art facilities and services in support of its major tenants: the Symphony, the Opera, the Ballet and seven other non-profit performance companies. To be self-supporting, the center also presents commercial programming and rent facilities to for-profit organizations.

The Tobin Center incorporates the front façade of the historic San Antonio Municipal Auditorium. Construction was completed Summer of 2014.

The facility includes three venues:

- A 1751-seat performance space with hall acoustics, adjustable for both acoustic and amplified music presentations. The main floor is convertible from traditional theatrical seating to a flat-floor capable of seating 600 or more for banquet or cabaret style concert seating.
- A 250-seat studio theater with numerous flexible-seating arrangements.
- An exterior venue along San Antonio's famous River Walk, for plaza casts, film festivals, concerts, and receptions

Position Summary

The Graphic Designer and Marketing Coordinator will be responsible for coordinating marketing details with the Tobin Center's Marketing Director including event-related marketing, institutional marketing, advertising, video marketing, online marketing and email marketing. The Graphic Designer and Marketing Coordinator will have independent and creative responsibility for the social media outreach with a concentration on venue revenue generating events and audience development.

The ideal candidate has existing educational background in marketing, graphic design skills and internship experience. Knowledge of the San Antonio music scene, including suburbs and surrounding communities are also highly valuable skills.

Candidate must have graphics skills and a working familiarity with Adobe Creative Suite, primarily InDesign, Photoshop and Premiere. Candidate will also be detail oriented, a self-starter, social media savvy, a creative thinker, a team player, and a strong communicator. Successful experience with email marketing campaigns is also necessary.

Essential Duties and Responsibilities

General

- Assist with effective and efficient show-marketing graphic design and participate in intradepartmental communications as appropriate.
- Assists in activation of the marketing/sales operations with organizational strategic priorities in a timely and professional manner; adjusts to short term realities while insuring long-term goals and objectives are met.
- Assists in development of timely reports and updates on results and activities.
- Proposes, confirms and stays within approved budgets for marketing activities.
- Understands and supports the annual institutional marketing plan and implementation, and provides support for the annual sales plan.
- Participates to insure institutional and non-profit mission marketing objectives are met and integrated via shows, partners, residents, and activities.
- Represents the organization with management approval, and takes an appropriate leadership role when the opportunity presents itself.
- Works with the Director of Marketing to get assignments, understanding expectations, keeping on task, participate in staff meetings, coordinate activity with team, keep team focused on revenue and be a team player.
- Assists in recruiting and managing departmental volunteers, closely coordinating with other marketing, sales, and development team members.
- Provides support for concert/show, theatre services, sales, development, educational, and/or institutional activities and projects as needed at the direction of the Director of Marketing.
- Works on special projects, initiatives, promotions and other programs as needed at the direction of the Director of Marketing.
- Assists in the collaboration and work provided by outside vendors, media outlets and marketing alliances.
- Assists in the coordination with resident companies and their marketing/social media endeavors.

Branding, Design and Marketing Materials

- Assist in protecting the integrity of The Tobin brand and all uses. Communicate branding guidelines to promoters and residents.
- Responsible for creative design and having a working knowledge of Adobe Creative Suite- primarily InDesign, Photoshop and Premiere.
- Manage and maintain the Tobin's social media messaging with an aesthetic that is consistent with the overall Tobin branding.

PR, Digital and Social

- Work directly with Director of Marketing to prepare a social media plan, timelines and priorities for individual events/performances as well as those with and institutional focus.
- Take independent and creative responsibility for the social media outreach with a concentration on venue revenue generating events.

- Build a creative, dynamic, consistent, and interesting social media voice.
- Maximize events, press, promotions and executive outreach in the social media platforms.
- Develop and implement social media platforms that speak to a live concert experience. Platforms to include twitter, YouTube, Facebook, Instagram, Periscope, Flickr, etc.
- Cross-pollinate said platforms with the artists, shows, resident groups, engaged nonprofit and Tobin branding messaging.
- Coordinate and update the Tobin and TOBi website activities as appropriate.
- Create and coordinate email newsletter/announcements in line with individual event and institutional goals.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Bachelor's degree (B. A.) from four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience. Theater/live entertainment/destination marketing field a plus. Proven experience and expertise in graphic design, social media, email and online marketing. Collaborative personality who is a team player. Innovative and creative thinker to generate maximum exposure for the Tobin beyond traditional means. Candidate must have graphic design skill utilizing Adobe Creative Suite.

Competency:

To perform the job successfully, an individual should demonstrate the following competencies:

1. **Customer Focus** - Incumbent's interaction with internal and external customers. Requires putting yourself in the customer's place, anticipating and meeting needs quickly and accurately. It also means following up and monitoring situation to be sure the customer is satisfied.
2. **Representation of The Center** - Contributes to and promotes a positive image of The Tobin throughout all areas of responsibility.
3. **Job Knowledge** - Understands the duties, methods and procedures required by the job.
4. **Teamwork** - Ability to interact and develop relationships with co-workers, give and receive constructive input, contribute ideas and viewpoints, adapt to changing circumstances and expectations and commitment to understand and remedy interpersonal conflicts.
5. **Communication** - Commitment to employing and promoting effective written/verbal communication as well as attention to content and process, and positive communication with staff, vendors, patrons and external customers.

6. **Management of Resources** - Ability to use time, money, technology and people as efficiently and effectively as possible. Makes suggestions to improve the resources that pertain to incumbent job responsibilities.
7. **Technical Knowledge** - Individual's ability to demonstrate the specific skills necessary to the position using procedures, tools and equipment necessary to accomplish work.
8. **Dependability & Time Management** - Organizes work well and uses time effectively; attendance & punctuality fall within standards. Takes responsibility for actions and accepts responsibility for mistakes. Follows through on assignments despite setbacks; shifts priorities when necessary.
9. **Initiative** - Level of interest in role development, degree of motivation, and willingness to improve performance and increase job knowledge.

Links: www.tobincenter.org

Communication:

Mail resumes to the Tobin Center offices at:

115 Auditorium Circle

San Antonio, TX 78205

Attn: LuAnn Stidham

Or email to:

LuAnn.Stidham@tobincenter.org