



Advertising & Promotions Manager

The American Theatre Guild is a 501(c)(3) organization and the largest not-for-profit touring Broadway Presenter in the nation. We support Broadway seasons in fourteen markets. Our mission is key to what drives our organization, we are dedicated to providing the experience of live theatre to foster passion, inspire creativity and empower youth within our communities.

Job Duties:

- Craft data-driven media plans that deliver on show and sales goals, utilizing TV, radio, OOH and print buys for select markets along with maintaining documentation.
- Collaborate with the sales and analytics team to conduct deep dives into audience insights and market trends.
- Actively research market strengths, weaknesses and opportunities. Ensure advertising strategy reflects these factors.
- Regularly report on advertising campaign performance. Highlight learnings of what worked, what didn't work and provide detailed solutions for future plans.
- Oversee localization of print, TV, Radio and OOH advertising placements; in select markets.
- Submit show advertising and promotional plans to press agents for approval in select markets. Track revisions and approvals.
- Manage and complete advertising settlements, deadlines, reviews, approvals and final submission to ATGuild production team and show company management; in select markets.
- Goal driven advertising and media placements, reports, and follow through on orders. Monitor weekly spending for each TV, radio, OOH and print campaigns. Provide yearly recap analysis of select markets advertising campaigns.
- Create RFPS for select markets and stations with relevant buy parameters. Establish and maintain relationships with ad reps to ensure on-time receipt of proposals. Host annual virtual and/or in person meetings with media partners in select markets.
- Diligent follow up on received proposals with RFP, conduct periodic checks with stations, do annual posts and secure under delivery schedules.
- Correspond with show press agents, maintain annual contracts with TV, radio where it is mutually beneficial, OOH and print stations.
- Create innovative advertising campaigns consistent with ATGuild branding.
- Submit show ad and value added media promotion plans for press agent approval. Track approvals and notifications of approval.
- Monitor sales as it relates to the advertising campaigns making recommendations for action items based on how sales are reacting to advertising campaigns.

- Develop and coordinate value added media promotions, secure bonus advertising schedules, fulfill trade and complimentary ticket requests and tracking of initiatives related to media and third party promotions for select markets; in select markets.
- Collaborate with other marketing departments to maintain consistent branding for ATGuild in our advertising materials.
- Work with the finance team for advertising settlement and expense reconciliation.
- Occasional travel to select markets for annual and/or tour specific meetings.
- Other related tasks as assigned by senior management.

Advertising & Promotions Manager Requirements:

- Bachelor's degree in advertising, marketing, communications or related field or equivalent work experience
- Minimum of one to three years experience in media coordinating, planning, and/or buying experience.
- Minimum of one year experience with all forms of media including, but not limited to, television, radio, outdoor, print and digital.

Knowledge, Skills and Abilities:

- Strong understanding of campaign planning, negotiation, purchasing, budget management, scheduling and trafficking, optimization and reporting.
- Detail oriented with the ability to manage multiple projects simultaneously and prioritize in a high-pressure environment with grace and professionalism.
- Solution driven with the ability to work independently and collaboratively as part of a team.
- Strong knowledge of finance, accounting and interpreting data.
- Proficient with Microsoft Excel and/or Google Sheets.
- Ability to multi-task and learn quickly in a fast-paced environment
- Exceptional organizational skills
- Excellent written and verbal communication skills
- Desire to be proactive and innovative
- Ability to effectively communicate cross-functionally with departments

Benefits Include: PTO days, paid holidays, parental leave, SIMPLE IRA contributions and generous employer contributions to health, dental, and vision insurance premiums.