



# CRESTED BUTTE CENTER FOR THE ARTS

## Marketing Manager

### Job Description

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## Marketing Manager

**Job Status:** Full-Time, Non-Exempt

**Compensation:** \$64,000 - \$72,000

**Direct Report:** Marketing + Sales Director

THIS IS AN INTERNAL RECRUITMENT  
OPEN TO CURRENT CENTER STAFF AND CONTRACTORS

### Benefits:

- Employer-sponsored health insurance
- \$450 annual dental stipend
- \$600 annual wellness stipend
- \$30/month cell phone stipend
- Employer-matching retirement contributions - up to 3% annually
- 12 paid holidays per year
- 10 paid vacation days per year plus 5 paid April break vacation days
- 48 hours paid sick leave per year
- Free or discounted tickets to Center events
- Arts Professional Development stipend (\$100 per year)
- Opportunities for professional development and artistic growth

### Position Overview

The Marketing Manager supports the Center for the Arts' mission by leading the execution of marketing, PR, and communications across all channels.

This role owns day-to-day marketing efforts, including campaign execution, content development, and performance tracking. Working closely with the Marketing & Sales Director as well as the Programming and Development teams, the Marketing Manager ensures all marketing is aligned and reflective of the Center's voice and brand.

This role manages the Center's marketing channels and campaign execution, allowing the Marketing & Sales Director to focus on strategy, partnerships, and revenue growth.

### Key Responsibilities

## **Campaign Execution & Channel Management**

- Develop and execute marketing campaigns for programs, events, and organizational initiatives, including messaging, content, and channel strategy
- Manage the Center's owned marketing channels, including website, email, and social media
- Maintain the internal content calendar, ensuring alignment with programming and organizational priorities
- Create, schedule, optimize, and analyze email campaigns, including segmentation and audience targeting strategies
- Develop, schedule, and analyze social media content across platforms, including Instagram and Facebook
- Maintain website content, including event pages and campaign-specific landing pages
- Implement paid marketing campaigns, including digital, traditional media, and print collateral

## **Content Development & Storytelling**

- Promote the Center's events and programs by developing and implementing specific marketing plans for each.
- Lead development of compelling content across channels, including artist features, community stories, and donor impact narratives
- Capture or coordinate capture of content at events, including photo, video, and social media assets
- Lead graphic design and asset creation for programs, festivals, development campaigns, and Center brand-awareness or informational campaigns
- Ensure all content aligns with the Center's brand, voice, and messaging standards

## **Analytics, Reporting & Optimization**

- Measure and analyze the effectiveness of marketing and communications efforts across all channels and adjust strategies accordingly
- Track key performance metrics, including email performance, social engagement, website traffic, paid media, and PR reach
- Provide regular reporting and insights to inform campaign strategy and improve performance
- Monitor SEO presence and website analytics to improve visibility and user experience

## **Public Relations & Communications**

- Execute the Center's public relations efforts, including maintaining media lists, issuing press releases, and pitching stories
- Build and maintain strong relationships with local and regional media outlets
- Gather stories and support long-form content development for PR and communications

## **Collaboration & Organizational Support**

- Collaborate with the Programming team to ensure marketing efforts align with program goals, timelines, and priorities
- Collaborate with the Development team to execute fundraising campaigns, donor communications, and event materials
- Collaborate with the Sales team to design sponsorship materials, rental guides, and other sales collateral
- Manage marketing contractors, interns, and volunteers as needed

## **Qualifications & Qualities**

- Strong written and verbal communication skills
- Highly organized with strong attention to detail and follow-through
- Creative thinker with the ability to develop compelling content and campaigns
- Data-driven with the ability to analyze performance and adjust strategies accordingly
- Comfortable managing multiple projects and deadlines in a fast-paced environment
- Collaborative and team-oriented, with strong interpersonal skills
- Proactive and solutions-oriented, with the ability to take ownership of work

Experience in marketing, communications, or a related field required. Experience in nonprofit, arts, or event-based marketing preferred.

*Please note this job description is not designed to cover or contain a comprehensive listing of activities. The Center for the Arts is a collaborative organization that relies on teamwork to do great things.*

## **Equal Opportunity Employment Statement**

Center for the Arts (CFTA) is committed to having diverse voices in our organization and coalitions. We seek collaboration with those who bring a range of perspectives, skills, and experiences to the work of advancing our mission. We strongly encourage and seek applications from BIPOC (Black people Indigenous peoples, and People of Color), people with disabilities, women, men, non-binary individuals, bilingual and/or bicultural individuals, immigrants, veterans, and queer/LGBT+ individuals. CFTA is an equal opportunity employer.

## **To Apply**

This is a full-time position starting immediately. Email cover letter and resume with references to [caressa@crestedbuttearts.org](mailto:caressa@crestedbuttearts.org). Please put 'Marketing Manager' in the subject line. E.O.E. For more information on the Center for the Arts, please visit [www.crestedbuttearts.org](http://www.crestedbuttearts.org).

FOR INTERNAL HIRE ONLY

**Deadline for Applications:** Friday, April 10, 2026 at 12:00 PM MT