



Reilly Arts Center | 500 NE 9th Street Ocala, FL 34470 | 352.351.1606 | info@reillyartscenter.com | www.ReillyArtsCenter.com

Position: Marketing Manager

Status: Full Time

Location: Ocala, Florida

Reports to: Executive Director, Reilly Arts Center / Ocala Symphony Orchestra

Position Overview:

The Marketing Manager will oversee marketing initiatives for the Reilly Arts Center, including the Marion Theatre, Ocala Symphony Orchestra and Community Music Conservatory. This role requires strategic planning, creative thinking, and effective execution to enhance brand visibility, drive ticket sales, and foster audience engagement across multiple platforms.

Primary Job Responsibilities:

Strategic Marketing Planning:

- Develop comprehensive marketing strategies tailored to each entity and venue, aligning with organizational goals and target audience demographics.
- Analyze market trends, competitor activities, and audience insights to identify opportunities for growth and innovation.

Event Marketing:

- Develop marketing plans for events held at the Reilly Arts Center and Marion Theatre, ensuring effective promotion and audience engagement.
- Work closely with agents on promotional/marketing opportunities, including setting up interviews, video shout outs, updated materials, and other targeted efforts to drive ticket sales.

Media/Public Relations:

- Develop and execute PR strategies to secure coverage across various media outlets including creating and distributing press releases to generate coverage for events and organizational initiatives.
- Serve as primary contact for the media as it relates to coverage of the organization and events.

Collaboration & Partnership Management:

- Collaborate closely with internal teams to maintain brand consistency across all communication channels.
- Work closely with the Music Director for marketing of the Ocala Symphony Orchestra season, ensuring alignment with artistic vision and organizational objectives.

Content Creation & Distribution:

- Produce content for digital, print, and radio platforms, including event related print and digital ads as well as more in depth profiles on organizational initiatives and outreach.
- Manage and create content for Reilly Arts Center, Marion Theatre, Ocala Symphony Orchestra, and Community Music Conservatory social media accounts, including Vimeo and YouTube channels.

Website & Email Marketing:

- Manage and update websites for all entities and venues, ensuring accuracy and relevance of content.
- Ensure artist and rental events are posted online in accordance with the schedule. Monitor sales and develop strategies to promote events not meeting target numbers.
- Create and manage email marketing campaigns, including weekly email blast to full opt-in list.

Social Media & Online Strategy

- Manage Facebook/Instagram Ads and Google Ads to optimize reach and engagement across digital platforms.
- Develop a social media calendar to support all venues, ensuring tasks are delegated and content meets brand standards.

Personnel Management:

- Manage a part-time Social Media Coordinator and Marketing Assistant, providing guidance and support in executing marketing initiatives.

Preferred Technical Skills:

- Experience with analytics platforms such as Google Analytics for tracking website traffic, user behavior, and campaign performance.
- Experience with Customer Relationship Management (CRM) software like Salesforce for managing customer data and lead generation.
- Familiarity with email marketing software necessary for creating, sending and analyzing email campaigns.

- Proficient with social media scheduling and management software such as Meta Business Suite and Facebook Ads Manager.
- Experience utilizing Adobe InDesign, Adobe Photoshop, and Canva for creating marketing materials, social media posts, and advertisements.
- Knowledge of Content Management Systems (CMS) platforms like WordPress for managing website content and updates.

Qualifications:

- Bachelor's degree in Marketing, Communications, or related field; Master's degree preferred.
- Three to five years experience in marketing management or communications, preferably within the arts and entertainment industry.
- Passion for music and the performing arts.