



TEXAS BALLET  
THEATER

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Hiring Company Name: Texas Ballet Theater

Position Title: Marketing Manager, FLSA Exempt

Reports To: Director of Marketing & Communications

Location: Fort Worth Studio and Performance Venues throughout DFW

### Organization Overview

The mission of Texas Ballet Theater (TBT) is to create, present and tour world-class ballet, from classical to cutting-edge, and promote its appreciation, accessibility, and technical mastery among students, pre-professionals, and audiences of all ages. We are honored to be the only arts organization to serve as a resident company for leading performance venues in Dallas and Fort Worth – the Winspear Opera House and Bass Performance Hall. Our internationally recognized company is built on a rich 60-year history and boasts a repertoire that is creative, expressive, and collaborative.

Texas Ballet Theater is an equal opportunity employer. We are committed to creating an inclusive, welcoming, and respectful environment for all employees.

### What We Have to Offer You

- Benefit package which includes health insurance, time off benefits and matching 403B (within allowable limits).
- A respected and successful company.
- Being a part of the arts while investing in the Fort Worth and Dallas communities.
- A leadership team dedicated to achieving the Texas Ballet Theater mission.

### About Your Manager

- Reports to the Director of Marketing & Communications
- Task Driven, with expectation of a quick turnaround.
- Balance between two leadership styles (analytical/urgent versus a people-oriented work style)

### Position Description

The Marketing Manager is responsible for leading the planning, execution, and optimization of Texas Ballet Theater's organic content and communications efforts. This position focuses on managing day-to-day content operations, editorial calendars, and performance reporting across social media, email, and website channels. The Marketing Manager executes direction set by the Director of Marketing & Communications and ensures consistent brand voice, accuracy, and timely delivery of organic marketing initiatives.

## **Key Responsibilities include but are not limited to:**

### **Content Strategy**

- Own organic content strategy and editorial calendars
- Guide messaging frameworks and copy direction across channels
- Integrate paid media creative assets into organic content strategy and storytelling
- Ensure brand voice consistency

### **Digital Platform Management**

- Own strategy and performance for:
  - P2 (Email Marketing): segmentation strategy, campaign architecture, performance analysis
  - Loomly (Social Media): approval-level oversight of social calendar and content mix
  - WordPress (Website): content accuracy, updates, and SEO best practices
  - PhotoShelter (Photo Library): ensure asset standards, metadata practices, and training documents
  - Instant Encore (Mobile App): content updates, feature exploration/implementation, push notifications

### **Analytics & Reporting**

- Provide monthly reports for all organic content
- Design a monthly highlight report for organizational leadership and the Board of Directors

### **Agency Collaboration & Support**

- Participate in all advertising agency calls, meetings, and campaign working sessions
- Provide ideas, insights, and recommendations informed by organic content performance and audience behavior
- Serve as a key contributor to season photoshoots, including concept support, shot planning, and on-site coordination
- Assist the Director of Marketing & Communications in responding to agency requests, providing materials and information, and meeting creative and production deadlines

### **Public Relations & Partnerships**

- Guide influencer and partnership collaborations
- Support media relations as assigned

## **Essential Duties and Responsibilities**

- Reporting to the Director of Marketing & Communications, the Marketing Manager is an execution-focused position accountable for managing organic content operations and ensuring high-quality delivery of marketing materials across channels.
- The Marketing Manager will guide content generation, gathering, and scheduling across social media, email, and web.
- This position will analyze organic performance and prepare reports and insights for leadership.
- The Marketing Manager will actively participate in advertising agency meetings and campaign discussions, contributing organic content insights and creative ideas that inform broader campaign development.
- The Marketing Manager will collaborate cross-departmentally to ensure alignment of messaging and timing.
- This role supports both internal operations and patron-facing efforts.
- The Marketing Manager will ensure all projects are managed on-time and align with established scopes and priorities.
- The Marketing Manager will assist in lobby setup and patron support during performances.
- Weekend and evening attendance at performances and special events is required. Because we are a resident company in two cities, ability to drive to Bass Performance Hall in Fort Worth and AT&T Performing Art Center in Dallas is imperative.
- Other duties may be assigned.

## **Supervisory Responsibilities**

None.

## **Education and Qualification Requirements for the Role**

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**

Bachelor's Degree in Marketing and/or Communications or related field preferred with a minimum of 3-5 years related experience.

### **Experience**

- At least 3–5 years of professional marketing experience.
- Successful record of accomplishment in marketing for an arts (or other non-profit) audience preferred.
- Experience managing organic content calendars and reporting required.

### **Required Skills**

- Exceptional writing, editing, and proofreading skills with the ability to adapt tone for multiple audiences and platforms.
- Strong understanding of organic social media strategy, content planning, and platform best practices.
- Experience building and managing editorial calendars and multi-channel content workflows.
- Experience executing email marketing campaigns, including segmentation, scheduling, and performance tracking.
- Working knowledge of SEO principles and website content optimization.
- Excellent interpersonal, verbal, and written communication skills.
- High level of attention to detail and commitment to accuracy.
- Ability to collaborate effectively across departments and with external partners.
- Strong time management and prioritization skills.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver), CMS platforms, email and social media tools, Google Analytics or similar reporting tools, and Microsoft Office
- Ability to exercise sound judgment, discretion, and professionalism.
- Results-oriented team player.
- Ability to manage multiple projects simultaneously and adapt to frequently changing environments.

### **Language Skills**

Demonstrated knowledge of in-depth sales, marketing techniques, and financial principles. Effective ability to communicate orally or in written form effectively with management, internal, and external customers. Ability to read and comprehend complex instructions, short correspondence, and memos, ability to write professional correspondence, ability to effectively present one-on-one or large group situations to customers, clients, and other staff members of the organization and community.

### **Mathematical Skills**

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages and ability to apply concepts of algebra.

### **Reasoning Ability**

Demonstrate the ability to anticipate and solve practical problems or resolve issues. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form, ability to deal with problems involving several concrete variables in standardized situations, and ability to address customer personalities in various business situations.

### **Appearance and Grooming**

Daily dress at Texas Ballet Theater is business casual. All staff members are required to follow the guidelines set forth by the employee handbook.

Please submit resumes and cover letter to [humanresources@texasballet.org](mailto:humanresources@texasballet.org).