



WOODINVILLE

GENERAL INFORMATION

Position Title: Marketing Manager

Location: Woodinville

Pay Status: Exempt

Reports To: General Director; VP of Sales & Marketing

Oversees: Graphic Designer, PR, Social Media, Intern

Works in cooperation with: All Teatro ZinZanni departments, in particular with: General Director, VP of Sales & Marketing, Programming and Show Directors, Restaurant (TZ & Wheelhouse), Retail, Education

Scheduling Expectations: Standard weekly schedule plus some weekend and evening work.

SHOW SUMMARY

Teatro ZinZanni's marquee show presents a full evening of entertainment, combining cirque artists, European cabaret, contortionists, jugglers and illusionists with live music and a gourmet multiple-course meal. Set in an antique jewel box tent imported from Belgium, Teatro ZinZanni's headquarters is located in the heart of Woodinville Wine Country.

POSITION SUMMARY

Teatro ZinZanni is seeking a seasoned and talented Marketing Manager to support the marketing department in day-to-day efforts for TZZ Woodinville including Teatro ZinZanni Woodinville, Wheelhouse, and all future programs as they are developed. This position also develops communications and messaging with the goal of creating a vibrant, high profile, artistically recognized marketing and sales campaign that result in a strong presence and solid financial results.

The core responsibilities for this position are: execution of marketing campaigns (digital and traditional), maintaining external relations (vendors, partners, community relations etc.), budgeting, social media strategy (Facebook, Twitter, blog), advertising and public relations materials.

ESSENTIAL FUNCTIONS

- Oversee development, production and placement of all advertising, and marketing collateral, including but not limited to the following; social media, web, digital, print advertising, outdoor advertising, sales brochures, show program and onsite signage.
- Manage weekly advertising insertion schedules and graphic design production calendar for placement of advertising

- Assist with fulfillment of sponsor contracts and media promotions
- Maintain and track Teatro ZinZanni's presence on social media sites, including Facebook, Instagram and Twitter, and help to build and drive overall strategic plans for our vendors to execute
- Manage all vendor relations: photographers, printer, designers, and publishers.
- Works closely with VP to develop copy for programming, promotions and talking points for any external communications.
- Builds and maintains strong partnership in the community for both cross-promotional and charitable purposes.
- Works closely with VP and PR teams to execute media events and relations
- Responsible for all communication about projects to past ticket buyers, restaurant guests, general public & community partners
- Develops web & broadcast creative, including radio/TV ads.
- Support group sales, and sponsorship efforts through materials, PR support, co-created promotions, web content.
- Work closely with Sales Teams to synthesize marketing and advertising plans. Cooperatively develop overall branding and execution plans with Sales departments at both the tent and restaurant.
- Maintain Performer Bios and updated database of media materials, and archive database.
- Work closely with VP of Marketing to create, implement, and evaluate TZ Woodinville's marketing plan and manage corresponding budget.

WORKING CONDITIONS/ENVIRONMENT

Works in a general office environment and on the project site. Position requires a valid drivers license. Must be able to regularly use hands and fingers as with a computer; must be able to regularly speak and write in English; and talk and hear. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus. Generally works a five-day, forty-hour week, shifts may include early mornings and/or late evenings. Additional hours will be required.

TZ WOODINVILLE LLC IS AN EQUAL OPPORTUNITY EMPLOYER DEDICATED TO A POLICY OF NON-DISCRIMINATION IN EMPLOYMENT (INCLUDING APPLICATION FOR EMPLOYMENT) ON ANY BASIS INCLUDING RACE, COLOR, RELIGION, NATIONAL ORIGIN, ANCESTRY, CITIZENSHIP, SEX, AGE, PHYSICAL OR MENTAL DISABILITY, MEDICAL CONDITION, PREGNANCY, VETERAN OR MILITARY STATUS, OR ANY OTHER BASIS PROHIBITED BY LOCAL, STATE, AND FEDERAL LAW.

APPLICANTS WITH DISABILITIES MAY BE ENTITLED TO REASONABLE ACCOMMODATION UNDER THE TERMS OF THE AMERICANS WITH DISABILITIES ACT AND CERTAIN STATE OR LOCAL LAWS. A REASONABLE ACCOMMODATION IS A CHANGE IN THE WAY THINGS ARE NORMALLY DONE WHICH WILL ENSURE AN EQUAL EMPLOYMENT OPPORTUNITY WITHOUT IMPOSING UNDUE HARDSHIP ON TZ WOODINVILLE LLC. PLEASE CONTACT TZ WOODINVILLE LLC IF YOU NEED ASSISTANCE COMPLETING THIS APPLICATION OR TO OTHERWISE PARTICIPATE IN THE APPLICATION PROCESS.

How to apply:

Please send a cover letter and resume to: marketing-jobs@zinzanni.com.