



Digital Marketing Associate

The Adrienne Arsht Center for the Performing Arts of Miami-Dade County is seeking an experienced, skilled, and highly motivated Digital Marketing Associate to support the Digital Marketing Team.

FLSA Status: Full-Time, Non-Exempt

About the Adrienne Arsht Center for the Performing Arts of Miami-Dade County

The Arsht proudly serves as the cultural pulse of Miami – the heart of magical live arts experiences that spark the imagination and connect people to one another. Whether on our stages or in your neighborhood, the Arsht is alive year-round with international artists, innovative programming from [resident companies](#) and local arts partners, free community events that reflect Miami's unique identity and more than 100 culturally diverse and impactful learning experiences for 80,000 children every year.

Since opening in 2006 in the heart of downtown, the Arsht, a 501(c)(3) non-profit organization, has been recognized as a leader in the city's cultural transformation, a catalyst for billions of dollars in new development and a host venue for historic events. The 300+ annual Arsht events include a robust series of touring Broadway musicals direct from New York, star-studded jazz and classical music concerts curated for South Florida, a major annual Flamenco Festival and an award-winning Miami-based theater program. In addition, Family Fest, Gospel Fest Miami, Art + Mind Day, Heritage Fest and our LGBTQ+ Pride celebration are among dozens of free events that bring people from all corners of our community together. For more information, visit arshtcenter.org.

Basic Function

Reporting to the Director of Digital Marketing, the Digital Marketing Associate will assist the digital marketing team with marketing projects in support of e-commerce, e-mail and google media campaigns.

Responsibilities

- Assist Director of Digital Marketing to create, track and execute eblasts and eblast calendar which can average up to 20 or more emails a week.

- Measure and report e-commerce metrics as needed (Google, Email Platforms)
- Manage information on website and other customer-facing digital mediums as needed
- Create and submit invoices for settlement for email and social media marketing
- Other projects and tasks assigned by the Director of Digital Marketing

Ideal Experience

- Bachelor's degree from an accredited institution of higher education
- A minimum of 3 years of e-marketing and e-marketing systems experience
- Creative design/digital development experience
- Familiarity with CMS platforms (Umbraco, etc.)
- Proficient use and understanding of social systems: Instagram, Facebook, Twitter, Pinterest, YouTube and LinkedIn
- Understanding of SEO, web analytics tools (Google Analytics, etc.), retention metrics and KPIs
- Strong written and verbal communication and skills
- Ability to independently identify and solve problems
- Skilled at multitasking and prioritizing work effectively
- Ability to meet deadlines

Personal Characteristics

The Digital Marketing Associate should be:

- Action-oriented; a doer; pro-active
- Not afraid to suggest new things or processes
- Affable, easy to get to know
- Determined and persistent
- Highly energetic
- Dedicated to accomplishing the organization's goals



Physical Demands

- While performing the duties of this position, the employee is frequently required to stop, reach, stand, walk, lift, pull, push, grasp, communicate, and use repetitive motions.
- While performing the duties of this position, the employee may frequently lift and or move 20 pounds of materials.
- The position requires the individual to meet multiple demands from multiple people and interact with the public and other staff.
- Social assistance/duties might include nights, weekends, events, and holidays as needed.

Suggestions for candidates and expressions of interest should be addressed to:

Email: resumes@arshtcenter.org, with Digital Marketing Associate search in the title line.

Note: The above job description is intended to describe the general nature and level of work being performed by staff assigned to this job. It is not intended to be an exhaustive list of all responsibilities, duties, and skills required of staff in this position. Duties, responsibilities, and skills are also subject to change based on the changing needs of the job, department, or organization. The job description does not constitute an employment agreement between the employer and employee and is subject to change by the Adrienne Arsht Center as the requirements of the job change.

The Adrienne Arsht Center is an equal opportunity employer committed to being an inclusive workplace and strongly believes in the importance of having a diverse group of individuals represented both onstage and off.