DIGITAL MARKETING AND E-COMMERCE MANAGER

Responsibilities

Reporting to the Director of Marketing, Sales, and Patron Services, the Digital Marketing and E-Commerce Manager works collaboratively within the Advancement team and throughout the full organization to produce email communications and update website content. In addition, this position creates and implements strategy for website development and email automation functionality to drive revenue, innovation, and increase The Dallas Opera’s digital footprint.

Email Communications and Automation Campaigns

- Create overall strategy for all email communications and automation campaigns
- Develop custom HTML mobile-responsive email templates for all campaigns and ensure compatibility with email platforms by testing on multiple devices
- Implement marketing automation campaigns and A/B testing, research and suggest ways to improve open and click thru rates and user experience
- Provide weekly reports and analysis of campaign effectiveness; recommend changes to strategy based on findings
- Build, proof, and compile edits for all email communications, e-newsletter, performance reminders and customer feedback emails, subscriber and ticket sales promotions, education emails; serve as back-up for donor appeals, event invitations, and other Advancement emails
- In collaboration with Tessitura and Data Manager, maintain email lists by removing inactive records and adding qualified new records in accordance with the CAN-SPAM and GDPR laws and ensure that TDO does not become blacklisted by ISPs

Website Content and Development

- Perform daily maintenance of and manage project timelines for routine organization-wide website content and assigned web design/development projects for all web properties
- Create an organized system to gather web requests, prioritize, develop a schedule to meet deadlines, track progress, and communicate progress to project managers and teams
- Set measurable goals and develop metrics for success within each department and develop reports using Google Analytics to share information on a timely basis
- Implement best practices for SEO, ensuring TDO website ranks high in internet search return results
- Analyze site content and navigation performance in Google Analytics and suggest strategies for improvement
- Collaborate with TDO’s digital agency on SEM initiatives, specifically related to links and keyword content; coordinate technical issues, such as tracking codes, Google Analytics, Google Tag Manager administration, etc.
- Research website best practices and implement changes with a focus on continually improving site architecture, user interface/experience, navigation, and patron engagement; Lead monthly cross-departmental team to discuss content UI/UX, suggest and implement UX improvements
- Ensure the website is optimized for mobile device support
- Assist the Patron Services team with HTML content requests for the eCommerce platform
- Maintain accuracy and attention to detail throughout the creative and production process and ensure deadlines are met for all projects
- Resolve design challenges and adapt to new business needs in a timely manner
Digital Design
- Create engaging and impactful design for website, email, and other digital platforms as needed
- Create or repurpose TDO artwork as needed for ATTPAC website and digital signage
- Provide back-up for social media content production as needed
- Participate in creative design process for season materials and advise on translation of print design into digital applications (or reverse)

Other Responsibilities
- Attend and actively participate in all team meetings and meetings with direct supervisor as required
- Serve as back-up for emergency online ticketing needs, including system outages, online ticket issues, content updates on the eCommerce site, etc.
- Staff Front of House during production season (evenings and weekends apply)
- Other duties as requested

Candidate Qualities

Traits and Characteristics
- Aptitude for multitasking, prioritizing, and managing time in a fast-paced environment which often presents competing priorities
- Customer service mindset, and proven ability to build productive working relationships with team members and senior management
- Ability to take complex information and create hierarchy and framework for presenting information in a user-friendly way
- Strong communication skills, including superb writing and editing skills
- Accepts responsibility for accuracy and timeliness of assignments, strong work ethic

Skills and Knowledge
- 3-5 years in a digital communications and WordPress website management and development role, supporting multiple initiatives within one organization.
- All applicants must provide samples or a portfolio of work
- Advanced HTML and custom PHP development
- WordPress including custom themes and plugins
- WordPress/Website development (CSS, JavaScript, jQuery) and responsive mobile design
- Email design and marketing automation using WordFly, Prospect2, or similar CRM platform
- Google products, including Analytics, Tag Manager, and AdWords
- Google APIs and/or the Google API Client Library for PHP
- Git revision management
- Working and collaborating in a Microsoft 365 environment

Additional skills a plus:
- Videography (capture) and video editing
- Media content delivery and asset management (YouTube, Vimeo, Fastly, etc.)
- Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere, Audition); MySQL
- Tessitura CRM, Tessitura Network Express Web (TNEW), Appsension (formerly TN Mobile Plus) desirable but not a prerequisite
- Familiarity with opera, performing arts, and Dallas arts and culture a plus.
Other Considerations

**Compensation**  Competitive salary
Benefits include health, vision, and dental insurance, vacation time, no-cost parking, and professional development opportunities to increase knowledge-base and employee retention

**Education**  Bachelor’s degree preferred

**Location**  Dallas, Texas

**Website**  dallasopera.org

**Travel**  Occasional

The Dallas Opera values diversity in the workplace and is committed to creating an equitable and inclusive work environment where employees are treated with dignity and respect. The Dallas Opera is an equal opportunity employer and maintains a policy of non-discrimination with all employees and applicants for employment. This position will remain open until a diverse and qualified pool of candidates has been identified. Applications from populations underrepresented in the arts are strongly encouraged to apply.

To apply, please send a cover letter no longer than two pages and resume to recruitment@dallasopera.org, using the subject line “Digital Marketing and E-Commerce Manager.” Please send Word or PDF file only.

No phone calls please.