

ALONZO KING LINES BALLET

Title: Digital Marketing Specialist

Location: Hybrid (in-person 1-2 days/week in office, attend/staff 5-6 LINES Ballet performances in San Francisco each year, other LINES program events as needed)

Employment Status: Full Time, Exempt

Reports to: Marketing Director

Start Date: August, 2025

Salary Range: \$65,000-70,000

ABOUT ALONZO KING LINES BALLET

Join an internationally-acclaimed arts organization with a 43-year history! Alonzo King LINES Ballet is part of the cultural fabric of San Francisco and known around the globe for its impact on shaping the future of ballet and dance education. Founded by choreographer Alonzo King, one of the pioneers of contemporary ballet, the organization has been recognized for its international touring and world-premiere performances featuring unique collaborations and transformative education programs that nurture creativity, self-discovery, empathy, and risk-taking.

LINES presents two home seasons in San Francisco and maintains a robust national and international touring schedule. The Company has been featured at numerous venerable institutions, including The Kennedy Center, Jacob's Pillow, Venice Biennale, the Edinburgh International Festival, Montpellier Danse, the Holland Dance Festival, and Theatre Chaillot National de la Danse in Paris, among many others. In 2025, LINES touring will be showcased at numerous prestigious venues throughout the US and Europe. The Company collaborates with major musical artists, including GRAMMY-winning vocalist Lisa Fischer, Jason Moran, the late Zakir Hussain, as well as acclaimed visual artists Richard Misrach and RJ Muna.

To learn more about us: <https://linesballet.org/>

ESSENTIAL DUTIES AND RESPONSIBILITIES:

In collaboration with the Marketing Director, grow LINES Ballet's online and in-person audiences, increase brand awareness and ticket sales and build a more expansive, engaged donor base, focusing primarily on digital channels including email marketing, social media, website, banner ads, digital program books, and other online collateral. This role requires strong collaboration and communication skills to work effectively within a team and cross-organizationally. We're seeking a team-oriented individual who thrives on collaboration.

Website Management:

- Own all aspects of LINES Ballet's website, blog, and third-party ticket sales pages
- Extensive work in WordPress, including creation and maintenance of new web pages and blog posts
- Conceptualize, create, route for approval, and post written content, graphics, images, and videos
- Respond to website requests and edits from across the organization
- Build and maintain website calendar and events
- Ensure website back-end is organized, maintained, and adheres to website best practices, including updating plug-ins, troubleshooting site issues, and day-to-day maintenance
- Work closely with ticketing partner (City Box Office) to launch new ticketing pages and ensure those pages are accurate, functional, and up to date with most current information and imagery
- Proactively plan for upcoming organizational website needs

Email Marketing:

- Using MailChimp, plan and execute a robust email marketing program
- List management + segmentation
- Content strategy
- Content creation
- Email contributor management
- Reporting

Social Media:

- Oversee LINES Ballet's social media channels (Facebook, Instagram, LinkedIn, YouTube, Vimeo)
- Content strategy
- Content creation
- Influencer relationships
- Organic + paid campaigns
- Community management
- Reporting

Data & Analytics:

- Responsible for Google Ads management, Google Analytics, SEO/SEM tracking across all digital channels
- Work closely with Marketing Director on audience research, competitive analysis, segmentation, and targeting
- Produce regular reports (for internal and external stakeholders) to assess the effectiveness of campaigns and improve marketing performance

Creative & Design:

- Produce graphics (video and static) and/or work with contract graphic designer to produce assets for social media, email campaigns, and website
- As needed, work in collaboration with Marketing Director and/or contract Graphic Designer to create and distribute non-digital marketing assets (signage, flyers, etc.)
- In collaboration with Marketing Director, support and develop innovative and engaging marketing campaigns

QUALIFICATIONS:

- Minimum three years marketing experience with a focus on digital
- Arts or nonprofit experience strongly preferred
- Passionate about LINES Ballet's mission and impact
- Strong understanding of website management tools, social media marketing, email marketing, and content marketing.

- Deep experience with MailChimp, WordPress, Google Suite, Asana, Salesforce, SEO/SEM, and social media platforms (Facebook, Instagram, LinkedIn, YouTube, Vimeo)
- Experience with adhering to visual and editorial brand style guides
- Proficiency in Adobe Creative Cloud (Acrobat DC, Photoshop, Illustrator, InDesign, Premiere Pro)
- Photography/Videography skills a plus
- Strong understanding of marketing and a passion for digital engagement
- Portfolio of strong, creative work samples
- Solid understanding of branding, visual design principles, and typography
- Outstanding communication (oral and written) and interpersonal skills
- High level of competence in editing, proofreading, and grammar
- Excellent project management and organization skills
- Ability to thrive in a fast-paced, constantly changing environment
- Must be able to work flexible hours when needed (occasional evening or weekend performance presence is needed)
- Perform other job-related duties as assigned

PHYSICAL REQUIREMENTS:

- Most of the time sitting, performing desk-based computer tasks.
- Occasional stand/walk, climb ladders and stairs, twist, bend/stoop/squat, kneel/crawl, lift/carry/push objects that weigh up to 25 pounds.
- Consistent with its obligations under the law, LINES Ballet will provide Reasonable Accommodation to any employee with a disability who requires accommodation to perform the essential functions of this job. If you need assistance applying online for this job, please contact: Anne Calais, HR Director at: anne.calais@linesballet.org

BENEFITS - Eligible staff at LINES receive an excellent and comprehensive benefits package: Employer-Paid Life, Health, Dental options (Kaiser, Anthem, MetLife HMO/PPO with a range of plans), Vision, Acupuncture & Chiropractic care package, Flex Spending Plans (pre-tax FSA): Health, Transit/Parking, Dependent Care, 403(b) Retirement Plan options, Employee Assistance Program (EAP), Discounts or free access to performances, classes and LINES merchandise, Very generous time-off plan to support life-work balance. Our hybrid work policy offers flexibility.

To apply: Please send resume and a cover letter to jobs@linesballet.org

LINES Ballet is an equal opportunity employer. LINES embraces a workforce that reflects the exceptional diversity of the Bay Area and our country. Equal employment opportunities are available to all applicants without regard to race, color, religion, age, sexual orientation, sex, gender identity and expression, national origin, physical and mental disabilities, marital or partner status, pregnancy, veteran and military status and record of arrest or conviction, or any other characteristic protected by applicable law.