

DISCOVERY CUBE LOS ANGELES MARKETING MANAGER



As a member of the marketing team, the LA-Based Marketing Manager will support all aspects of Discovery Cube's Marketing team, including social media, digital media, public relations, creative services, advertising, community partnerships, education partners, member communications and events, etc.

This position will work with the greater team to support DCLA and local partner-related promotional initiatives, campaigns and events. The manager will be a key contributor in supporting the VP of LA Operations and the VP of Marketing and other departments with day-to-day campaigns, projects and events that all serve to drive awareness, visibility and attendance to the Discovery Cube, LA.

The position will report directly into the VP of Marketing and will work collaboratively with our internal teams.

RESPONSIBILITIES

- Manage/support all incoming and outgoing marketing projects, ensuring that projects are delivered to internal stakeholders in a timely manner.
- Act as primary marketing manager for L.A. campus; supporting larger campus exhibits, events, educational programs, etc.
 - Identify key creative and marketing assets for use and distribution
- Develop and distribute press materials, as needed, while tracking and reporting media coverage to the greater team.
 - Handle all local media outreach, onsite coordination, media/community relations and stakeholder approvals
- Manage all interior and exterior signage needs for key events or holiday/seasonal campaigns
- Develop and distribute targeted newsletters or local correspondence, supporting the direction of the campus or brand in general.
- Collaborate with graphic design team to identify, plan and produce brand, campaign or community materials for use across marketing channels.
- Supports marketing teams by preparing materials for internal and external meetings, as well as participating and reporting on team meetings.
- Supports social media and marketing manager by developing, sharing and tracking social media posts + digital media campaigns.

REQUIREMENTS

- Superb written and verbal communication skills and experience; writing for social, digital, media and community relations
 - Spanish-speaking preferred

- Solid understanding of general marketing disciplines across PESO (paid, earned, owned and social) within PR, Social, Digital, Media, Advertising, etc.)
- Four-year college degree is required; marketing/communications or related field a plus.
- 3-4 years of related work experience (marketing/communications or creative services)
 - Agency experience preferred
- Knowledgeable and skilled in MS Office (Excel, Word, Outlook, PowerPoint, Photoshop) social channels (all) and project management software (ie. Monday.com, Slack, Jira)
 - Some creative design experience would be beneficial
- Must be able to work independently and as part of a team
- Creative and proactive thinker; thinks “outside the box”
- Must have strong work ethic, problem solving and prioritization skills; highly organized

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