

Job Announcement: Full-Time Digital Marketing Manager

Position Title: Digital Marketing Manager

Schedule: 40 hours/week Work

Location: Orlando, FL (Hybrid work schedule allows for 1 remote day a week after the first 90 days.)

Immediate Supervisor: Sr. Director of Marketing and Communications

Position Status: Full-Time exempt

Salary Range: \$60,000–\$70,000 annually, depending on experience

Benefits: Medical, dental, life, long-and short-term disability, employee 401K (matching retirement contribution after one year), PTO and paid holiday time. The staff works in a hybrid work environment.



Position Overview: United Arts of Central Florida (UA) is seeking a creative, organized, and data-driven Digital Marketing Manager to elevate our digital presence and engage our online audiences. This role combines storytelling, strategy and execution—planning and managing digital campaigns across social media, email, and web, while also producing content, managing our online communities, overseeing an online arts calendar and analyzing performance.

Responsibilities

Strategy & Planning

- Develop and execute a digital marketing strategy aligned with organizational goals and campaigns
- Create and manage monthly content calendars across all digital platforms
- Lead audience development efforts to grow engagement, followers, and subscribers

Content Creation & Management

- Create and post content for social media platforms (Facebook, Instagram, LinkedIn)
- Design basic graphics in Canva for digital campaigns. Basic video, photography.
- Capture various United Arts and partner events and artist and donor profiles.
- Write and schedule email and social campaigns [using Constant Contact/Hootsuite]

- Update and maintain the WordPress website (news, calendar events, and landing pages)
- Manage online arts calendar event approvals (for ArtsinOrlando.com) and provide customer service for users.
- Video, editing, photo and basic interviewing skills a major plus.

Analytics & Reporting

- Track and analyze campaign performance across platforms
- Create monthly performance reports with actionable insights
- Optimize campaigns based on performance metrics

Coordination

- Collaborate with internal departments and partners for content and promotions
- Manage social media calendar and engage with the online community
- Work with external vendors or consultants as needed (e.g., SEO, web development, email marketers)

Qualifications

Required:

- 4–6 years of professional experience in digital marketing
- Demonstrated experience managing social media and email marketing campaigns
- Strong design, video and photography skills
- Proficiency with web content management systems (especially **WordPress**)
- Understanding of marketing analytics and tools (Google Analytics, Meta Insights, etc.)
- Excellent writing, storytelling, editing, and organizational skills
- Commitment to the mission and values of United Arts of Central Florida
- Willingness to travel and attend cultural events, occasionally on nights and weekends outside of normal 9-5 business hours. Must provide own transportation.

- Must be able to lift 30 lbs.

A Plus:

- Experience in arts, culture, or nonprofit marketing
- Ability to create quick artist or donor interviews or event-based content
- Comfort in front of camera a major plus.

To Apply: Please send your resume and a cover letter describing your experience as it relates to the requirements of this position and why you are interested. Please email your information to **hr@UnitedArtsCFL.org** with Digital Marketing Manager in the subject line. The job posting will remain active until filled. United Arts is an equal-opportunity employer committed to maintaining a drug-free, smoke-free working environment. In compliance with the Americans with Disabilities Act, United Arts will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.