

Job Description

Marketing & Audience Engagement Manager

Part-Time, Seasonal | August 1, 2026 – April 30, 2027 | Charlotte, NC

Position Summary

Caroline Calouche & Co. is seeking a Marketing & Audience Engagement Manager to lead marketing for our 2026-27 season, including **The Three Spirits** and **Star Gazer**, performed locally in Charlotte and on tour. This role covers paid social advertising, organic social content, and direct outreach to past ticket buyers, students, and donors. The Manager personally creates the content — photography, video, and graphic/ad design — used across paid and organic channels, rather than briefing it out to a contractor. It's a hands-on, relationship-driven role for a self-starter who wants real ownership of a season's marketing, not just a content calendar.

Key Responsibilities

Paid Social & Digital Advertising

- Manage Meta Ads Manager campaigns for The Three Spirits and Star Gazer, including audience building, creative testing, and budget pacing through each performance run.
- Maintain buyer lists and audience segments to keep paid campaigns targeted and effective.
- Shoot original photos and video and turn them into finished ad creative — graphics and video cuts — for paid campaigns.

Organic Social Content

- Own the organic content calendar across Instagram, Facebook, and TikTok for both shows and the studio brand.
- Shoot, edit, and design original social media content — posts, Reels, Stories, and graphics.

Patron Outreach & Audience Engagement

- Personally place outbound phone calls for ticket sales to past buyers, students, and donors ahead of each on-sale and in the final two weeks before a show.
- Write and send accompanying text message and email sequences to support the outreach effort.
- Keep the patron list segmented and accurate in the CRM so outreach is targeted, not generic.
- Work alongside the organization's virtual assistant, who supports this effort with list-building, CRM upkeep, and template drafting.
- Track outreach activity and results (calls, texts, response rate, tickets booked).

Reporting & Strategy

- Deliver regular box office and campaign performance reports.
- Recommend budget and strategy adjustments across paid, organic, and outreach channels.
- Partner with the Executive Director and board on season-level marketing strategy.

Qualifications

- 5+ years of marketing experience, ideally spanning both paid digital advertising and relationship or retention marketing.
- Hands-on experience with Meta Ads Manager (audience segmentation, creative testing, budget pacing).
- Skilled in photography, videography, and graphic/ad design — able to independently create finished content and ad creative, not just brief a designer.
- Comfortable making outbound calls and running personal email/text outreach campaigns — this role is relational, not just administrative.
- Self-starter able to shape and own the marketing plan with light oversight; comfortable presenting data-backed recommendations.
- Genuine connection to and enthusiasm for Caroline Calouche & Co.'s mission and the dance/circus arts community.
- CRM or ticketing platform experience a plus.

Schedule

- Up to 50 hours/month (about 12 hours/week) during off-peak months; up to 100 hours/month (about 23–25 hours/week) during launch windows around each show.
- Check-ins every two weeks during show launch windows; monthly during off-peak periods.
- Reports directly to the Executive Director.

Compensation

\$38/hour, W-2, non-exempt. Paid biweekly based on actual hours worked.

Start Date & Term

Start date: **August 1, 2026**. Position runs through April 30, 2027, covering both The Three Spirits and Star Gazer performance and touring windows.

Trial Period

This role includes a 60-day trial period, after which it converts to standing status based on performance.

To Apply

Send resume and cover letter to info@carolinecalouche.org.