

CINEMA ST:LOUIS

Job Title: MARKETING MANAGER

Cinema St. Louis' (CSL) mission is to engage the St. Louis region through educational programs, cultural connectivity, and curated film exhibitions. CSL's vision is to create cinematic experiences that enrich, educate, entertain, and build community.

Position Summary

The Marketing Manager leads the day-to-day marketing and communications for Cinema St. Louis and the Hi-Pointe Theatre. This role is responsible for developing and executing campaigns that support year-round programming, film festivals, education initiatives, and fundraising efforts.

Working closely with the Executive Director and program staff, the Marketing Manager manages content across digital, print, email, and on-site channels, ensuring clear, consistent messaging and strong brand presentation. This is a hands-on role that balances strategy and execution while overseeing marketing systems, workflows, and content production.

Pay Range:

- \$50,000-\$60,000 based on experience

Reporting Structure

- Reports to the Executive Director

Key Responsibilities

- Plan and execute marketing campaigns across theatre programming, film festivals, education programs, and fundraising initiatives.
- Manage the marketing calendar, coordinating timelines, deliverables, and priorities across departments.
- Create and produce content across platforms, including social media, email, website, and print, ensuring accuracy, consistency, and strong brand presentation.
- Manage day-to-day activity across digital channels, including content publishing, updates, and audience engagement.
- Collaborate with programming and operations teams to translate events and initiatives into clear, audience-facing messaging and promotional materials.
- Coordinate partnerships and cross-promotions with sponsors, community organizations, and external partners.
- Manage sponsor marketing deliverables, including asset collection, placement, and fulfillment across channels.
- Track and analyze marketing performance, including audience engagement, campaign results, and attendance trends.
- Maintain marketing systems and workflows, including content calendars, asset management, and approval processes.
- Supervise marketing interns and contractors, including assigning work and ensuring deadlines are met.
- Coordinate with external vendors and printers for marketing materials and on-site needs.
- Support public relations efforts, including press releases, media outreach, and interview coordination.

Work Schedule

- This role requires a flexible schedule, including evenings and weekends, particularly during festivals and major events.

Qualifications

- Bachelor's degree in marketing, communications, or a related field, or equivalent professional experience
- 3–7 years of experience in marketing, communications, or a related field (arts or nonprofit experience preferred)
- Demonstrated experience creating effective marketing materials, with strong graphic design and copywriting samples required as part of the application

- Strong writing, editing, and proofreading skills, with the ability to adapt tone for different audiences and platforms
- Experience managing social media platforms and content calendars
- Familiarity with email marketing platforms and website content management
- Proficiency with Canva or similar design tools; ability to produce polished digital and print-ready marketing materials
- Ability to manage multiple projects and deadlines in a fast-paced environment
- Strong attention to detail and problem-solving skills
- Interest in film, arts, and community-based programming

How to apply

Interested candidates should submit a resume and cover letter by email to CSLTeam@cinemastlouis.org with “**Marketing Manager**” in the subject line, and complete [this Google Form](#) to provide required work samples. Work samples must include 2–3 graphic design samples and 2–3 copywriting samples that demonstrate the applicant’s ability to create clear, engaging, audience-facing marketing materials. Incomplete applications may not be considered.

Cinema St. Louis (CSL) and the Hi-Pointe Theatre are equal-opportunity employers. We seek to hire candidates who reflect the cultural diversity of our community. Every employee has the right to work in an environment free from unlawful discrimination, as is consistent with our commitment to diversity, respect, and inclusion. Consistent with applicable federal, state, and local laws, CSL provides all employees and applicants equal opportunity in all aspects of the employment relationship.