



Job Description

Job Title: Media Buyer

Department: Marketing / Brand Engagement

Reports to: Director of Marketing

FLSA Status: Full-Time; Exempt

About the Tobin Center for the Performing Arts

The Tobin Center is San Antonio's premier cultural arts center, dedicated to driving meaningful community change through world-class entertainment, supporting local performing arts, and ensuring accessible arts education. Our state-of-the-art facilities attract diverse audiences with stunning architecture, exceptional acoustics, and a flexible 1,750-seat H-E-B Performance Hall, a 259-seat Carlos Alvarez Studio Theater, and the scenic Will Naylor Smith River Walk Plaza. Beyond our main venues, our campus includes an Administration Building, the Tobin Garage and the "Shirt Factory Building". We also operate Tobin Entertainment LLC, which promotes quality entertainment nationwide, generating vital support for our local programs.

Our Culture

At The Tobin Center, we aspire to be an organization with a **culture of excellence** that attracts and retains the best in the business. Our success is only possible because of our people—a team of passionate professionals dedicated to making a positive impact on our community.

We are committed to creating a **supportive workplace with open communication** where all are treated with dignity and respect, and all voices are heard. **Innovation and collaboration** are at the heart of how we work, driving success through shared ideas and clarity of purpose. We encourage **personal and professional growth** in an eclectic and inclusive workplace that values hard work, initiative, and fun. We assume the best in one another, **cultivating trust and inclusiveness** as we grow together. We embrace a culture of **challenging the status quo**, empowering our people to take risks to achieve our mission.

The Opportunity

The Media Buyer serves as a key member of The Tobin Center's marketing team, responsible for developing, executing, and optimizing comprehensive marketing campaigns for both The Tobin Center and Tobin Entertainment's touring venues. This position drives ticket sales and revenue growth through strategic media planning, cross-platform advertising, and data-informed audience targeting.

Beyond media buying, the role collaborates closely with promoters, tour representatives, and internal teams to craft integrated show campaigns that blend digital, traditional, and grassroots marketing tactics. The ideal candidate combines analytical precision with creative intuition, thriving in a fast-paced, performance-driven environment where every campaign delivers measurable impact.

What You'll Do

Paid Media Strategy & Buying

- Coordinate with the Director of Marketing to plan and execute paid advertising campaigns across digital, broadcast, print, and outdoor channels.
- Serves as the day-to-day contact for show-specific advertising and promotional efforts.
- Research audience behaviors and media consumption patterns to guide budget allocation and channel mix.
- Manage relationships and negotiations with media vendors to maximize ROI and secure added-value placements.
- Oversee trafficking of creative assets, schedules, and insertion orders.
- Maintain pacing, tracking, and reconciliation for all campaigns and settlements.

Digital Advertising

- Launch, monitor, and optimize campaigns across Meta, Google Performance Max, YouTube, TikTok, OTT/CTV, and programmatic platforms.
- Develop audience segmentation strategies, implement A/B testing, and continually refine targeting to improve performance.
- Manage retargeting, lookalike, and interest-based campaigns to build audience loyalty and re-engagement.
- Collaborate with the Marketing Manager and creative team to align digital content with campaign goals and KPIs.
- Stay ahead of the curve by researching new ad platforms, emerging trends, and innovative strategies to enhance our service offering.

Traditional Advertising

- Strategically plan and buy TV, radio, print, and outdoor placements that complement digital efforts.
- Manage broadcast schedules, script approvals, trafficking, and proof of performance.
- Coordinate with creative team and vendors for production and delivery of creative materials.

Analytics & Reporting

- Track and report performance metrics for all paid campaigns, identifying actionable insights and optimization opportunities.
- Provide regular reports to the Director of Marketing detailing spending, reach, conversion rates, and ROI.
- Use data to inform audience development, future planning, and cross-channel marketing strategies.

Collaboration

- Partner closely with the Marketing Manager on campaign strategy, budgeting, and cross-platform storytelling.
- Work with the Graphic Design team to ensure creative consistency and adherence to brand standards across all paid placements.
- Collaborate with Institutional and Community Engagement teams to support mission-driven initiatives through targeted paid campaigns.
- Coordinate with partner venues and promoters across the Tobin Entertainment network to plan, execute, and optimize advertising campaigns in external markets, ensuring alignment of messaging, spending efficiency, and reporting across all properties.

What You'll Bring

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- 2+ years of hands-on experience in media planning and buying (traditional and digital).
- Passion for the arts and a deep understanding of the cultural landscape of San Antonio, including suburbs and surrounding communities.
- Theater/live entertainment marketing field a plus.
- Exceptional communication and interpersonal skills, with the ability to engage and inspire a wide range of audiences.
- Possess ability to work on multiple projects simultaneously, set priorities, and meet short deadlines with limited supervision.
- Can manage and prioritize multiple campaigns across US time zones, platforms, and ad formats.
- Highly organized and detail-oriented professional with a keen eye for data and analytics.

COMPETENCY:

To perform the job successfully, an individual should demonstrate the following competencies:

- **Leadership** – Consistently accomplishes the expected objectives and takes on extra tasks or projects as necessary. Maintains a positive, achievement-oriented attitude and influences others to do the same. Takes initiative with and is proactive in approach to accomplishing tasks. Ability to make decisions and take actions consistent with organizational goals.
- **Initiative** – Level of interest in role development, degree of motivation, and willingness to improve performance and increase job knowledge.
- **Judgment** – Uses discretion in making decisions within the scope of their job. Refers decisions beyond this scope to supervisor.
- **Communication Skills** – Includes the ability to express ideas effectively whether face-to-face or in writing in both individual and group situations. Communications are conveyed in a clear and concise manner to the audience. Adjusting tone and terminology to the needs of the audience. Openly exchanges information in a timely manner. Knows who to keep informed.
- **Planning and Organization** – Ability to schedule workload, set priorities and manage time in order to complete assignments and fulfill responsibilities.
- **Management of Resources** – Ability to use time, technology, and people as efficiently and effectively as possible. Makes suggestions to improve the resources that pertain to incumbent job responsibilities.
- **Customer Focus** – Interaction with internal and external customers. Requires putting yourself in the customer's place, anticipating and meeting needs quickly and accurately. It also means following up and monitoring situation to be sure the customer is satisfied.
- **Teamwork** – Ability to interact and develop relationships with co-workers, give and receive constructive input, contribute ideas and viewpoints, adapt to changing circumstances and expectations and commitment to understand and remedy interpersonal conflicts.
- **Work Habits** – Demonstrates commitment, dedication, cooperation, positive behavior, adaptability, and flexibility with changes in jobs and duties. Being able to anticipate change and bring about changes when they are needed with proper professionalism.
- **Creativity** – Uses unique approaches and inventiveness. Seeks new alternatives and ideas. Takes appropriate action, and is efficient, resourceful, and creative in attaining position objectives. Ability to be self-directed.

- **Business & Organization Knowledge** – Having knowledge of the Tobin’s business involves understanding our industry and how the incumbent’s position and knowledge play an important role in the success of the organization. It also includes the ability to acquire new knowledge of our industry and using this information to get things done.

WORK ENVIRONMENT AND PHYSICAL / MENTAL ACTIVITIES:

- Climate controlled office environment; Minimal exposure to inclement weather.
- Regular work hours that can often include evenings and weekends.
- Ability to operate assigned office equipment and to adhere to all safety guidelines.
- Standing, walking, sitting for prolonged periods of time; reaching, stooping, bending, kneeling, navigating stairs, hand and finger dexterity, clear speech, hearing / listening.
- Clarity of vision with the ability to bring objects into sharp focus; color perception.
- Intense concentration over extended periods of time which can include frequent interruptions for questions and advice. Stress associated with competing priorities and time deadlines is occasionally an element of this position which must be recognized and successfully managed.
- Ability to lift up to 30 pounds.
- Ability to maintain confidentiality and discretion.

Machines, Tools, Equipment and Work Aids: Representative but not all inclusive of those commonly associated with this position are computer, printer, copier, hand radio, and telephone.

Communication:

An Application for Employment must be filled out to be considered for employment. The Tobin Center Application may be found at www.tobincenter.org under the “About” tab. Please send an availability schedule and resume in addition to your application.

Mail Application to The Tobin Center Administrative Offices at:

115 Auditorium Circle
San Antonio, TX 78205
Attn: LuAnn Stidham

Or email to: LuAnn.Stidham@tobincenter.org