



Job Title	Communications and Marketing Manager
Reports to	Executive Artistic Director
FLSA Status	Non-Exempt
Date Prepared/ Revised	April 9, 2018

Dedicated to supporting creative risks taken by artists from diverse genres, cultures and perspectives, Performance Space 122 (PS122) presents and commissions works that challenge the boundaries of live performance. PS122 is an innovative local, national and global leader in contemporary performance.

Reporting directly to the Executive Artistic Director (EAD), the Communications and Marketing Manager oversees the creation and development of the organization's communications and marketing efforts, with a focus on evolving the PS122 brand and growing the audience as the organization transitions into their newly renovated spaces in the East Village.

RESPONSIBILITIES

Essential duties and responsibilities include, but are not limited to, the following:

- **Communications Strategy:** Implement and maintain communications strategy into calendar of institutional messaging/activities consistent across platforms including publicity, advertising, social media, e-newsletters, web, and print materials.
- **Press Outreach:** Prepare and distribute press releases, respond to press inquiries, and securing event, artist, or organizational features, stories, and listings.
- **Brand Management:** Work closely with EAD and consulting design firm on organizational rebrand and communicate brand across all channels.
- **Social Media:** Develop and implement social media strategy around the reopening of the building and new curatorial leadership. Significantly increase number of followers.
- **Audience Development:** Grow current audience base, encourage audience retention, and develop new audiences through data analysis, targeted outreach, and contextualization tools.
- **Audience Experience:** Advocate for patron needs and provide optimum customer experiences based on outreach activity and feedback.
- **Sales:** Project and manage box office income and reporting of ticket sales. Develop subscription and single ticket strategy.
- **Data Management and Strategy:** Oversee, manage and analyze audience, artist, and donor data for future income projection and cultivation.
- **Budget:** Create and implement communications and marketing budget/season plan for all public activities.

Supervisory Responsibilities:

- Manage Audience Services Associate on the execution of audience experience, box office and front of house management, and Ovationtix database.
- Collaborate closely with Creative Technologist on branding, visual identity, digital media strategy, and event documentation.
- Manage relationship with consulting public relations firm on cultivating key relationships with press and media across disciplines in the arts as well as other sectors.
- Manage relationship with consulting design firm on key elements of marketing campaigns including an organizational rebrand.

Working Conditions:

- Maintain standard office hours, Monday – Friday 10am-6pm.
- Possibility of attending evening, weekend, and early morning meetings and evening functions, as required.

REQUIRED QUALIFICATIONS

- Bachelor's Degree in arts administration, nonprofit management, business, marketing, communications, or equivalent work experience. Knowledge about the contemporary arts field, a plus.
- 3-5 years' experience in a non-profit arts organization or creative agency working in a similar capacity.
- Excellent communication, interpersonal and organizational skills. Detail-oriented and capable of managing concurrent deadlines.
- Ability to work independently and to manage both short and long-term projects.
- Demonstrable experience in working with and managing a collaborative team of people.
- Proficient with Microsoft Office Suite (Word, Excel), a must. Experience working with Adobe Creative Suite (Photoshop, InDesign), Wordpress, database systems and ticketing software (OvationTix), a plus.

Performance Space 122 is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in contemporary performance are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

TO APPLY

Please send resume, cover letter and at least two references to office@performancespacenewyork.org by April 17, 2018. No phone calls please.