



PERFORMANCE SPACE NEW YORK

Communications and Marketing Manager

POSITION TITLE: Communications and Marketing Manager (Full Time/Exempt)

REPORTS TO: Associate Director and Artistic Director

OVERSEES: Communications Associate, Website Manager, and Design Consultants

SALARY: \$70,000 - \$75,000 + Health coverage + substantial paid time off

The Communications and Marketing Manager at Performance Space New York oversees and creatively re-envisions the organization's storytelling, communications, and marketing efforts, with a focus on more clearly communicating PSNY's evolving identity (past, present, and future) and growing our community. This role will engage a range of responsibilities that require both creative and technical prowess, interfacing with multiple departments. This position will also support the Performance Space New York archive: developing archive protocols, connecting with documentarians from the organization's past, and engaging with archivists and historians familiar with the history of PS122 and Performance Space New York.

Responsibilities include:

- **Communications Strategy:** Implement and maintain communications strategy and calendar of institutional messaging and activities consistent across platforms including publicity, advertising, social media, e-newsletters, web, and print materials.
- **Content Creation:** Develop and manage visually engaging content for all upcoming programs to be deployed on our social media channels in a fast-paced environment and in collaboration with the Communications and Office Associate.
- **Press Outreach:** Prepare and distribute press releases, respond to press inquiries, and make pitches for events, artist, or organizational features, stories, and listings.
- **Identity Management:** Work closely with the Performance Space New York Leadership Cohort and any consulting designers on organizational identity across all channels.
- **Design:** Implement graphic design on digital and print platforms.
- **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.
- **Ticket Sales:** Project and manage box office income and reporting of ticket sales.
- **Ticket Subscriptions:** Develop subscription and single ticket strategy in collaboration with the Development Manager.
- **Merchandise:** Develop and manage compelling merchandise.
- **Documentation:** Conceptualize and execute documentation (video, photography, and printed materials) of live performances as well as social content.
- **Data Management and Strategy:** Oversee, manage, and analyze audience, artist, and donor data for future income projection and cultivation.
- **Budget:** Create and manage communications and marketing budget as well as a marketing and communications plan for the season.
- **Archives:** Ensure that the team follows best archival practices and has the necessary infrastructure and systems to house records, documentation, and other archival materials.



The ideal candidate will have:

- Experience working with creative professionals and artists.
- Excellent communication and interpersonal skills.
- An exceptional ability to be a team player in a fast-paced office environment.
- Be creative, ambitious, and willing to take initiative.
- An interest in experimental live art.
- Strong writing and editing skills.
- Experience with Adobe Creative Suite especially Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Adobe video editing software, Canva, and social media platforms.
- Basic graphic design skills as well as an understanding of HTML and WordPress.
- Familiarity with Microsoft Suite, Google Workspace, and Zooms.
- Knowledge of video editing for long and short form content.
- A background in either non-profit art organizations, theater, or event production in NYC.

General Details

- Full-time, exempt position, 40 hours per week, in-person and onsite, plus additional public programs
- \$70,000-\$75,000 annual salary, paid biweekly
- Benefits including basic health coverage
- Substantial paid time off

Performance Space New York is an equal opportunity employer committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws. This policy applies to all employment practices within our organization; including hiring, recruiting, promotion, termination, layoff, recall, leave of absence, compensation, benefits, training, and apprenticeship. Performance Space New York makes hiring decisions based solely on qualifications, merit, and business needs at the time. For more information, read through our policy online at <https://performancespacenewyork.org/about/careers>.

To apply, please send a resume, cover letter, portfolio, and at least two references to jobs@performancespacenewyork.org with Communications and Marketing Manager in the subject line by **November 20, 2024**. No phone calls please.

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