

TITLE: Digital Media Manager

REPORTING RELATIONSHIPS:

The position reports to the Director of Communications.

POSITION SUMMARY:

Digital Media Manager is responsible for the implementation of the New York Live Arts digital marketing and communications strategy, both the online promotion components and the tracking of effectiveness of its digital campaigns.

The Digital Media Manager is responsible for achieving promotional and audience development goals determined by the Director of Communications and Executive Director for New York Live Arts. This position oversees promotion and online visibility for Live Arts season artists including and not limited to the Bill T. Jones/Arnie Zane Company, the Resident Commissioned Artists, signature Live Arts programs such as Live Feed and Live Ideas and Live Arts' humanities programming. The Digital Media Manager also develops content for the Live Arts website, blog, and social media platforms.

RESPONSIBILITIES:

- In coordination with the Director of Communications execute digital marketing, audience development and promotion plans for Live Arts season artists, Live Arts humanities programming the Bill T. Jones/Arnie Zane Company, and Bill T. Jones.
- Partner with the Director of Communications and the Programming Department to achieve the marketing goals and objectives with regards to brand visibility, earned income, online presence, and interactive media to achieve marketing goals.
- Create, manage and implement New York Live Arts' institution and program related long and short term social networking strategies and growth on sites such as Twitter, Facebook, Instagram, YouTube, and their equivalents.
- Contribute to all sales strategy and planning.
- Create, maintain and update content for Live Arts website in collaboration with Director of Communications and Graphic Design Consultant.
- Bring all New York Live Arts and Bill T. Jones/Arnie Zane Company press up to date on the Live Arts website and maintain Live Arts press web page.
- Oversee promotional photography needs for various Live Arts events, programs, and the institution as a whole, including photo calls for performances, photo shoots of Live Arts' theater/studios, Bill T. Jones/Arnie Zane Dance Company photo shoots and all needed documentation as determined by the Director of Communications.
- Draft and distribute New York Live Arts Email newsletters.
- Partner with the Director of Communications to execute digital media buys and advertising campaigns.
- Develop and maintain relationships with online media platforms to ensure online brand and event visibility.
- Manage all program related video live-streaming and online distribution.
- Support Director of Communications and department staff as needed during performance runs and institutional events with live social media and online visibility.
- Manage Search Engine Optimization.
- Manage Google Ad-words account.
- Track effectiveness of all marketing efforts via google analytics and other online software.

- **Coordinate with the development department to maintain audience database in Patron Manager.**
- Creation of various signage including placards, posters, ads, in coordination with Graphic Designer.
- Maintain current knowledge of all New York Live Arts programs, publicity, and events.
- Attend and maintain social media presence at New York Live Arts programs and events.
- Obtain advance photos, video, and any other relevant media from Live Arts season companies.
- Partner with Graphic Design Consultant to gather information from participants for event programs; Print and assemble programs prior to events.
- Partner with the Programming Department to gather information from participants for event programs; Print and assemble programs prior to events.
- Partner with the Director of Communications and Digital Media Coordinator to execute digital media buys and advertising campaigns.

SPECIFICATIONS:

- Full Time including occasional night and weekend hours.

QUALIFICATIONS:

- 2-3 years prior experience in social media content management and analytics.
- The ability to act as a liaison between groups with varied interests while honoring organizational mission, goals, and objectives.
- The ability to work independently to accomplish short-term tasks and long-term goals.
- Strong writing and content development skills.
- Knowledge of current social media trends, systems and targets.
- Knowledge of Microsoft Office and Google Products.
- Knowledge of Adobe CC suite is a plus.
- Knowledge of contemporary dance field is a plus.

To Apply, email cover letter and resume to careers@newyorklivearts.org, with “Digital Media Manager” in the subject line.