



POSITION DESCRIPTION

TITLE: Digital Marketing & Design Manager

ORGANIZATIONAL OVERVIEW:

Mission:

New York Live Arts, guided by the leadership of visionary artist Bill T. Jones, collaborates with boundary pushing artists, advocates for their vision, and fortifies a creative future.

Values:

QUESTION EVERYTHING - We are not afraid to ask difficult questions.

INCLUSIVITY We embrace diversity and equity.

FIERCENESS - Bold, brave, and unabashed. We embrace artistic risk.

RIGOR - Work with focus, integrity, and drive.

CHANGE - We are in constant transformation.

New York Live Arts also serves as home base for the Bill T. Jones/Arnie Zane Company, which has been creating groundbreaking work for over forty years.

REPORTING RELATIONSHIPS:

The position reports to the Director of Communications.

RESPONSIBILITIES:

STRATEGY & ADMIN:

- 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 Facebook, Instagram, YouTube, and their equivalents.
- 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.
- Manage Search Engine Optimization.
- Manage Google Ad-words account, tracking effectiveness of all marketing efforts via Google Analytics and other online software.

MEDIA:

- Create, maintain and update content for Live Arts website in collaboration with Director of Communications.
- 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 Company shoots and all needed documentation as determined by the Director of Communications.

- 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.
- Attend events and maintain social media presence for New York Live Arts programs.

DESIGN:

- Design season promotional materials including and not limited to: brochure, animated flyers, press paste ups, and house programs, as well as institutional projects including annual report, gala dinner journals, and building signage - for both digital and print (when required).
- Draft and distribute New York Live Arts Email newsletters.

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 Adobe CC suite.
- Knowledge of Google Products and Canva a plus.
- Knowledge of contemporary dance field is a plus.

COMPENSATION: Full-time salary commensurate with experience; health benefits included.

To Apply, email cover letter and resume to careers@newyorklivearts.org, with "Digital Marketing & Design Manager" in the subject line.