
THE SHED

423 W 55th Street, 7th Floor
New York, NY 10019

Job Description: Marketing Analyst

SEPT 14, 2018

About The Shed

Opening in spring 2019 where the High Line meets Hudson Yards on Manhattan's west side, The Shed will be dedicated to commissioning, producing, and presenting the full spectrum of performing arts, visual arts, and pop culture. From hip hop to classical music, painting and sculpture to literature, film to theater and dance, The Shed will bring together leading artists and thinkers from all disciplines under one roof. The building—a remarkable movable structure designed by Diller Scofidio + Renfro in collaboration with Rockwell Group—physically transforms to support artists' most ambitious ideas. Committed to nurturing artistic invention and bringing creative experiences to the broadest possible audiences, The Shed, led by Artistic Director and CEO Alex Poots, will be a 21st-century space of and for New York City.

About the Position

The Marketing Analyst will play a key role within The Shed's Marketing & Communications team, which is charged with driving local, national, and global visibility for The Shed's opening in spring 2019 and developing comprehensive efforts to promote all performances, exhibitions, programs, initiatives, and events.

The Marketing Analyst will report to the Director of Marketing and work closely with the Chief Marketing and Communications Officer to develop and manage The Shed's marketing data strategy. The ideal candidate will have experience analyzing and reporting on marketing data.

Key responsibilities include, but are not limited to

- Serve as in-house ticket revenue modelling expert; using business intelligence from a variety of sources to track sales trends and create revenue projections
- Manage dynamic pricing; lead process in close collaboration with vendors and Shed technical and ticketing staff
- Manage marketing-related data analytics; track and report on success metrics/KPIs for paid media (digital banners, paid social, SEO/SEM), email marketing, and direct mail
- Manage Google Analytics integration with all systems and pull regular reports for marketing team and senior staff
- Work across the institution to maximize revenue across business units (memberships, retail)

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- Work with Marketing Manager to A/B test email campaigns, build reports, and make recommendations
- Regularly share insights throughout the organization and foster a collaborative learning environment
- Act as point person for ticketing business intelligence; set up executive dashboards for systems including Tessitura ticketing platform

Qualifications and Qualities

- Bachelor's degree in Business, Economics, Math, Engineering, or related field
- 3+ years of experience as a marketing data analyst
- Interest in the contemporary performing arts and visual arts
- Exceptional written and verbal communication skills
- Proactive and collaborative approach
- Excellent judgment, collegiality, and ability to juggle multiple assignments in a fast-paced environment
- Experience with dynamic pricing and forecasting
- Experience with data visualization
- Knowledge of Tessitura ticketing software preferred

Compensation

Compensation will be commensurate with experience. Please provide salary requirements with your application.

Application Process

Interested candidates should submit resume and cover letter in a single Word or PDF document saved as candidate's first and last name. All submissions should be emailed to hr@theshed.org with "Marketing Analyst" in the subject line. Only resumes and cover letters submitted in this format will be reviewed. No phone calls, please.

The Shed is an Equal Opportunity Employer and committed to the goal of building a culturally diverse staff and strongly encourages applications from minority candidates.