
THE SHED

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

Job Description: Marketing Manager

SEPT 20, 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 Manager 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.

Reporting to the Director of Marketing, the Marketing Manager will work on a wide range of projects, helping with strategy and leading execution of all marketing efforts. The ideal candidate will have experience coordinating both digital and traditional projects, from email and SEO/SEM to advertising and print materials.

Key responsibilities include, but are not limited to

- Coordinate all paid media buying (advertising, search engine marketing/optimization, promoted social posts) and creative assets, including marketing agencies and vendors; set goals and monitor results, work with digital agency and Marketing Analyst to improve performance
- Write, build, and deploy all bulk email across the organization; grow email distribution list; conduct A/B testing, track results and make improvements
- Develop strategies using both triggered and regular email campaigns to maximize engagement and revenue
- Develop and coordinate all ticket sales-driving direct mail, working in close collaboration with the design and editorial staff in their creation, and supervising all supporting vendors

- Guide SEO/SEM strategy, tracking performance and making recommendations for improvement
- Collaborate with development staff on membership strategies and tactics that provide seamless customer lifecycle interactions and promote affiliation and loyalty
- Assist in developing marketing partnerships and media sponsorships, in collaboration with director of corporate partnerships
- Coordinate production of promotional material (print, video, photography)

Additional Responsibilities

- Establish and enforce best practices for departmental project management tools
- Collaborate with visitor experience staff to identify opportunities for improved messaging and communication tactics
- Identify opportunities for improving workflows both within the marketing and communications department and across the institution
- Assist with all audience/marketing research efforts

Qualifications and Qualities

- Bachelor's degree in related field (communications, marketing, journalism, English)
- 3+ years of experience managing marketing efforts
- Knowledge of and 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
- Flexible schedule; must be able to work late nights

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 Manager" 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, committed to the goal of building a culturally diverse staff, and strongly encourages applications from minority candidates.