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# THE SHED

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

## **Job Description: Intersectional Marketing Manager**

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SEPT 21, 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**

As a new cultural organization, The Shed is committed to engaging the broadest possible audience. We believe in racial and cultural equity and will consider ourselves successful only when the community of artists and audiences we serve reflects and responds to the diversity of our city. Welcoming of all and committed to lowering economic and other barriers to cultural participation, The Shed is developing ambitious and innovative ticket access and engagement programs that prioritize individuals in low-income neighborhoods, residents from New York City Housing Authority (NYCHA) public housing developments, and intersectional audiences. To achieve this goal, The Shed seeks an Intersectional Marketing Manager. This position will report to the Director of Marketing and work in deep collaboration with the Chief Civic Program Officer and their staff.

### **Key responsibilities include, but are not limited to**

- Develop and implement holistic audience development strategy and discounted ticket programs that prioritize communities with socioeconomic barriers to entry
- Establish and execute inclusion-based marketing and engagement strategies that inform all aspects of our programming and promotional campaigns including publicity, design, creative content, digital, and media
- Cultivate strategic partnerships and collaborations with schools, government agencies, NYCHA, community-based institutions, and social service organizations

- Create and maintain access through easy, low cost, and free pathways to participation
- Liaise with Shed staff on audience initiatives to foster participation across the organization
- Establish desired outcome indicators and develop evaluation metrics

**Additional Responsibilities**

- Work with Editorial, Marketing, and Communications on institutional messaging and tone of voice
- Advise Shed staff, including Programming, Visitor Experience, Marketing, Communications, Editorial, and Operations, on audience needs

**Qualifications and Qualities**

- Bachelor’s degree in related field
- Three or more years of community engagement experience
- A network of connections within New York City cultural, civic, and social institutions
- Experience managing short and long-term partnerships between institutions
- Interest in performing and visual arts preferred
- Strong communication skills; comfortable serving as a representative for The Shed with external partners
- Experience conducting audience research, analyzing results, and making recommendations
- Background in education, public programming, community partnerships, or marketing preferred

**Compensation**

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

**Application Process**

Interested candidates should submit résumé 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](mailto:hr@theshed.org) with “Intersectional Marketing Manager” in the subject line. Only résumés 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.