
THE SHED

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

Job Description: Social Media Manager

OCT 05, 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 Social Media Manager will play a key role within The Shed's Marketing and 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 Social Media Manager will develop and manage The Shed's social media strategy, with a focus on introducing the institution to a local and international audience. The ideal candidate will have experience in overall social strategy, content production, and community management for a prominent brand.

Key responsibilities include, but are not limited to

- Develop and manage Shed social media strategy and content across all platforms (Instagram, Facebook, Twitter)
- Work closely with the editorial staff to develop and use original content to increase institutional visibility and audience engagement, drive attendance and ticket revenue, and enhance the visitor experience
- Serve as social media point person with Shed partners and artists, ensuring coordinated messaging and visuals
- Drive traffic to The Shed website via social
- Perform ongoing social listening and crisis management
- Respond to and redirect customer service inquiries received via social channels

- Regularly report back to fellow staff on social activity and trends
- Develop on-site social engagement strategy
- Educate colleagues on the importance and use of social media; provide hands-on training and feedback on professional accounts

Additional Responsibilities

- Maintain institutional profiles on TripAdvisor, Yelp, Google Places, and other similar sites; respond to reviews and answer questions
- Actively seek out new platforms and make recommendations on Shed participation
- Advise on institutional social media policy

Qualifications and Qualities

- Bachelor's degree in related field (communications, marketing, journalism, English)
- 2+ years of experience managing social media for a recognizable brand, either in-house or at an agency
- Knowledge of and interest in the contemporary performing arts and visual arts
- Exceptional written and verbal communication skills
- Attention to detail
- Excellent judgment
- Proactive and collaborative approach
- The ability to juggle multiple assignments in a fast-paced environment
- Must be able to work frequent late nights and manage platforms on weekends

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 with "Social Media 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.