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# THE SHED

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

## **Job Description: Digital Content Manager**

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NOV 02, 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**

Reporting to the Editorial Director, the Digital Content Manager will coordinate development and production of original multi-channel content as a critical component of The Shed's overall communications strategy. The Shed is committed to bringing the creative process behind each Shed commission, from concept to presentation, closer to audiences. The Digital Content Manager will be charged with overseeing all aspects of production of multimedia features including but not limited to videos, podcasts, original audio content, social media assets, and digital interactive experiences as part of an overall communications strategy designed to bring these stories closer to audiences.

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

- Coordinate production of compelling, artful, and accessible editorial content across platforms via video, audio, interactive media, photography, and text
- Build a content calendar and organize all aspects of digital content production; communicate structures and plans clearly to the editorial team and other stakeholders in the organization
- Serve as primary liaison between the program teams and the editorial department to plan content capture and identify compelling story elements
- Attend, manage, and oversee film shoots, recording sessions, interviews, and other content production opportunities
- Support the Editorial Director in negotiating, managing, and executing contracts

- Act as liaison between Editorial Director and outside consultants in managing vendor relationships, scope, and delivery
- Track expenditures and ensure that projects remain on time and under budget
- Build The Shed's freelancer network for production
- Maintain an up-to-date timeline of all planned and ongoing projects identifying status, milestones, and next steps
- Ensure proper planning, delivery, archiving, and organization of all digital assets in The Shed's digital asset management system
- Work closely with the Editorial Associate to update The Shed's website  
Work closely with the Editorial Associate to manage The Shed's digital signage system

**Qualifications and Qualities**

- Four or more years in a related role producing digital content for a creative studio, interactive digital studio, content studio, or arts/cultural institution
- Video production experience, notably the ability to understand budgetary considerations when developing concepts and understanding the various levels of production needs when working with external production companies
- A portfolio of work showing relevant projects
- Demonstrated project management skills
- Ability to skillfully and calmly manage multiple projects at once and set clear priorities and related workflow(s) for yourself and potential collaborators
- Excellent collaboration skills, working seamlessly across internal and external teams
- A clearly structured but flexible and responsive working style
- Superlative communication skills
- A trusted network of producers and production companies or creative agencies, as well as directors, photographers, and other creatives
- Proven track record collaborating across teams
- Passion for the arts, with a particular eye to increasing arts audience diversity and deepening audience engagement
- This position will occasionally require traveling for assignments and night/weekend work

**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 "Digital Content 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.