

Job Title	Marketing Manager
PVN ID	BA-1710-002172
Category	Managerial and Professional
Location	BARUCH COLLEGE
Department	Baruch Performing Arts Center
Status	Full Time
Annual Salary	\$48,024.00 - \$52,200.00
Hour(s) a Week	35
Closing Date	Nov 08, 2017 (Or Until Filled)

General Description

Description: Baruch Performing Arts Center, a multi-disciplinary 11-year-old, 5-venue cultural center in Flatiron, is looking for a Marketing Associate to promote a 36-event season with some support of events of visiting presenters. Full-time, this position reports to the Managing Director. Candidates should have 3 years of experience marketing the arts, and a history of growing audiences in New York City, ideally across multiple disciplines. The MA is a creative thinker and a team player but doesn't need constant supervision to complete projects and can manage direct reports. The MA can help evaluate current strategies and collateral, develop targeted strategies in response to data and within budget, and strategically reinforce the unified image of the organization, its mission, and programs, across platforms. He/She must be organized, have an eye for detail, be able to collaborate with in-house staff, artists, and vendors, and keep their cool in a fast-paced, environment. The ideal candidate can create video and static graphics for print and digital formats and is well-versed in social media.

Responsibilities include but are not limited to:

- Creation and distribution of printed materials, mailings, calendar listings, media placement, online campaigns, videos, ticket subsidies, cross-promotions, and integration of social media
- Regular updating of production-related, time-sensitive website content to reflect current and upcoming programming (with support)
- Managing distribution of printed materials as needed;
- Helping to maintain and administer e-mail database (Constant Contact) and its interface with patron database (Ovationtix)
- Identifying new media platforms, affinity groups, and cross-promotional opportunities, with an eye toward maximizing a limited budget
- Developing initiatives to engage new audiences in the immediate Flatiron area and surrounding neighborhoods
- Assembling frequent in-house and community marketing collateral based on existing graphic and text raw

materials, e.g., slides for video monitors, fliers, invitations

- Engaging and communicating with the BPAC's internal and external communities, and potential fans via Social Media platforms, adopting the BPAC's "voice" and style for ongoing outreach and presence; and integrating with performers social media efforts
- Experience writing press releases a plus
- Ensuring consistency in branding across all platforms
- Research emerging technologies/applications
- Interface with visiting presenters regarding marketing support
- Maintaining marketing department archives
- Managing direct reports, including work/study students and a graduate marketing fellow.

Other Duties

Qualifications

Required Skills/Experience

- Microsoft Office Suite (Word, Excel, PowerPoint), Photoshop
- Strong eye for detail in details of graphic design, print quality, and text accuracy
- Can maintain organized files of materials that are shared with multiple parties
- Can communicate effectively with graphic design and print production professionals, artist representatives, and producing organizations
- Can delegate effectively to reports
- Can create and coordinate project schedules, including multiple drafts and edits and meet deadlines
- Can write in a terse, impactful language
- Can execute promotional campaigns under the direction of supervisor
- Can track and regularly report on outcomes adjusting strategies in response to data
- Is fluent in WordPress, Adobe Creative Suite (Photoshop, InDesign, Acrobat, iMovie or other film editing software)