Position: Senior Manager, Marketing & Communications
FLSA Status: Full-Time/Exempt
Location: Hybrid: NYC and Remote
Salary Range: $65,000 - $70,000
Reports to: Senior Director of Marketing & Business Intelligence
Supervises: Marketing Associate

The Organization
New 42 catalyzes the power of performing arts to spark new perspectives, incubate new works and create new opportunities for us all. Through the nonprofit’s signature projects — New Victory Theater (New York City’s premier theater for kids and families) and New 42 Studios (“Broadway’s secret laboratory”) — New 42 makes extraordinary performing arts a vital part of everyone’s life, from the earliest years onward.

We believe that representation matters both on the stage and behind the scenes, and seek employees who feel the same. We also know that creative people often come with non-traditional resumes and experience; if you believe you’d be a great fit here, please don’t count yourself out—we want to hear from you! Read more below on how to apply.

The Position
The Senior Manager, Marketing & Communications manages the day-to-day marketing operations for New 42, New 42 Studios and New Victory, and executes established institutional, sales and promotional campaigns for, but not limited to, shows, public and schools programs, Development initiatives and special events.

Primary Duties and Responsibilities
● Collaborate with Senior Director of Marketing & Business Intelligence on marketing and audience development strategies, the implementation of related campaigns, including internal sales email and paid social media, and campaign reporting and analysis

● Serve as Project Manager for the production of the New Victory show program, as well as publications and marketing assets for New 42 departments and is responsible for project intake, communication with related departments and managing deadlines for drafts and approvals.

● Develop and execute direct mail campaigns

● Strategize and create online, print and broadcast advertising campaigns

● Along with the Marketing Associate manage the marketing production calendar to ensure a manageable workload and the on-time delivery of materials

● Maintain Marketing lists for direct mail, email and research
• Partner with the Senior Manager, Art & Design and Senior Manager, Creative Content to plan and distribute media and content for use across all outlets and platforms, including New Victory On Demand

• Drafting, editing and proofreading advertising and publications copy

• Assists with campaign reporting and analysis to ensure that campaign goals are met

• Reconcile institutional and show marketing budgets with Finance

• Directly supervise the Marketing Associate and potential Marketing Fellows

• Manage Marketing and Community Partnerships

• Actively engage and participate in ongoing Equity, Diversity, and Inclusion work within the organization, including the centering of anti-oppressive practices within the Marketing and Communications department for the advancement of New 42 as an anti-racist organization

Essential Knowledge & Qualifications

• 5+ years professional marketing experience, preferably in performing arts or cultural institutions

• Strong project management skills with proven ability to work collaboratively in a fast-paced environment

• 2+ years experience managing a direct report

• Excellent written and verbal communication skills

• Working knowledge of CRM (Tessitura, a plus), project management and email marketing systems

• Proficiency with Google Suite and Microsoft Office applications

Why Should I Apply?
Be a part of this leading non-profit performing arts organization that is committed to empowering young people, artists and educators through the performing arts. In addition to a competitive salary, New 42 offers a strong employee benefit package which includes comprehensive Health Insurance, Flexible Spending Account, 403B Retirement Plan, Employee Pension, and Paid Time Off.

Equal Opportunity Employer
New 42 is an Equal Opportunity Employer and prohibits discrimination and harassment of any kind: New 42 is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetic information, predisposition or carrier status, disability, age, military or veteran status, or any other status protected by applicable law.
New 42 is committed to anti-oppressive practices in all departmental business processes; we aim to prioritize and advance as an anti-racist and anti-oppressive organization.

Accessibility Needs
Any applicants needing accommodations for accessibility purposes, please don't hesitate to let us know what you need.

Notes from Human Resources
For the safety of our guests and staff, New 42 requires employees to be fully vaccinated against Covid-19 (including booster if you are eligible). Documentation of vaccination status must be provided if an offer of employment is made.

How to Apply
Applicants must submit the following to marketing.hr@new42.org to be considered for the position. Please reference “Senior Manager, Marketing & Communications” in the subject line:
   ○ Cover letter expressing specific interest in and qualification for the position
   ○ Resume