



**POSITION:** Digital Services Manager  
**CLASSIFICATION:** Regular, Full-Time  
**PAY BASIS:** Full-Time/Non-Exempt  
**LOCATION:** NYC Metro; Hybrid: Remote with some On site work  
**REPORTS TO:** Director of Digital Services  
**SALARY RANGE:** \$60,000 - \$65,000

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### **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 **Digital Services Manager** will create and maintain the growth of an attractive, accurate and useful online presence for The New 42nd Street and its projects (The New Victory Theater, The Duke on 42<sup>nd</sup> Street and the New 42nd Street Studios). They are primarily responsible for: web content layout and publication, campaign and sales analysis, search engine optimization. At this time, most work performed remotely during normal business hours (9:30am-6pm ET) with occasional onsite work and work outside of normal business hours if needed.

### **Primary Duties & Responsibilities**

- Work with client departments (e.g. Development, Artistic Programming, Education) to deliver web content updates including production schedules, trafficking, and observance of established design and style guides
- Update web content and serve as a proofreader for the web
- Maintain an ongoing, interdepartmental web publishing calendar



- Optimize web content and related metadata for SEO, social sharing best practices and accessibility
- Monitor website traffic to analyze user behavior, sales and donation conversion rates and other trends
- Syndicate web content to supplemental platforms, including New Victory On Demand
- Assist with Education Programs web management, including Resource Units
- Support email campaign production
- Represent New 42 and New Victory at public events
- WORDPRESS, GOOGLE ANALYTICS Power User
- Actively engage and participate in ongoing Equity, Diversity and Inclusion work within the organization, including the centering of anti-oppressive practices within the Digital Services department for the advancement of New 42 as an anti-racist organization.

### **Essential Knowledge & Qualifications**

- Proficiency with Google Suite and Microsoft Office 2010 applications
- Knowledge of related technologies (HTML/XHTML, CSS, Google Analytics, Google Search Console, etc.)
- Knowledge of content management and project management systems
- Familiarity with UX best practices and web design principles
- Ability to accurately estimate web content production timelines
- Keen attention to detail
- Excellent interpersonal skills and willingness to collaborate on projects with multiple stakeholders
- Experience with mobile-first/responsive design approaches a plus
- Bachelor's degree in Communications or Marketing, or equivalent experience



### **Why Should I Apply?**

New 42 provides employees with a generous benefits package which includes health, vision, and dental insurance (that begins the first day of employment), a pension plan (following one year of employment with 100% vesting after 3 years eligible service), 403(b) tax-deferred savings plan, short and long-term disability, Flexible Spending Account, a commuter benefit plan, and generous 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, which includes booster(s) as eligible. Documentation of vaccination status must be provided if an offer of employment is made.

### **How To Apply**

Email cover letter and resume to [digital.hr@new42.org](mailto:digital.hr@new42.org) and reference "Digital Services Manager" in the subject line.