



The New 42nd Street 229 West 42nd St, New York, NY 10036

Position: Manager, Campaigns and Events

Location: Hybrid: Remote/On-site

FLSA Status: Full-Time/Exempt

Salary Range: \$60,000-\$65,000

Reports to: Senior Manager, Individual Giving

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

New 42 seeks a Manager, Campaigns and Events to manage the organization's individual giving campaigns and events and secure funds for New 42's expanding programs, capital projects, and more. The Manager,

Campaigns and Events should have the ability to handle a varying daily workload and prioritize competing deadlines. Under the direction of the Senior Manager, Individual Giving they will create and implement email and direct mail solicitations and a wide range of special events to engage and cultivate individual supporters. They must have the ability to build and maintain positive ongoing relationships with individual donors at all levels and have the ability to fully represent the depth of the organization's diverse programs in person as well as in written campaign materials.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Scheduling, devising and implementing online and direct mail campaigns
- Working closely with the on staff graphic designers and communications staff to prepare campaign mailings, and necessary print and digital materials for events
- Acting as the development department's key liaison with the digital services and communications departments for online, direct mail and social media solicitations Building pages for WordFly emails, with the assistance and guidance of digital services personnel
- Managing online giving platforms, including Give Lively and Tessitura, and overseeing their integration within New 42's websites
- Creating and managing special event logistics, timelines, and donation tracking for all special events throughout the year
- Working closely with the gala event producer and the Board Core Gala Committee on all aspects of gala planning and execution
- Working with the Assistant, Development Information Systems to maintain valuable donor cultivation information in Tessitura
- Actively engage and participate in ongoing Equity, Diversity, and Inclusion work within the organization, including the centering of anti-oppressive practices within the Development department for the advancement of New 42 as an anti-racist organization

Essential Knowledge and Qualifications:

- Experience cultivating donors via online and direct mail campaigns
- Experience planning and executing donor events
- Candidates must possess strong digital messaging competence with the ability to build an online email using WordFly or another digital messaging platform
- Excellent written and verbal skills
- Outgoing personality with the ability to engage donors and potential donors in conversation
- Familiarity with Microsoft and Google office suites and Tessitura

- Strong organizational skills, and the ability to handle multiple tasks while achieving goals and responding to deadlines
- Team player able to work collaboratively with development colleagues as well as interface effectively with other departments
- Keen sense of curiosity and initiative; motivated to achieve and surpass goals
- Joyful personality
- Ability to work nights and weekends

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.

Applicants must submit the following to hr@new42.org to be considered for the position:

- Cover letter expressing specific interest in and qualification for the position
- Resume
- Writing sample