



**Position:** Director of Marketing  
**Location:** Hybrid: Remote/On-site  
**FLSA Status:** Full-Time/Exempt  
**Salary Range:** \$115K- \$125K  
**Reports to:** Vice President of Marketing & Communications  
**Supervises:** Assistant Director of Marketing, Social Media; Senior Manager of Art & Design; and Marketing Manager

### **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 full-time Director of Marketing to lead the sales strategy for New 42 projects, primarily for the New Victory Theater. They are responsible for using data and analytics to generate actionable insights, as well as planning and implementing marketing campaigns for subscriptions, single tickets, groups and special programs to achieve revenue objectives. This position is currently on a hybrid schedule between working from home and our midtown Manhattan offices.

## **Primary Duties and Responsibilities**

- Develop, direct and supervise implementation of marketing and sales plans and activities for the New Victory Theater
- Collaborate with Assistant Director on social media marketing strategy and content marketing for New 42, New Victory Theater and New 42 Studios
- Conceptualize and recommend positioning, packaging and pricing strategies for individual shows as well as each full season to maximize attendance
- Direct sales forecasting activities and set performance goals
- Develop and manage annual budgets
- Direct development of advertising campaigns
- Produce promotional events and activities
- Evaluate and revise marketing plans on an ongoing basis to ensure effective control of marketing results and to facilitate corrective actions
- Participate in the acquisition of and utilize market research to adjust marketing strategy and to meet changing market and competitive conditions
- Collaborate with the Director of Digital Services on decisions related to utilization of CRM system
- Make recommendations to Digital Services team on user experience of sales paths
- Liaise with the Senior Director of Ticket Operations and Ticket Services staff on customer communication and service
- Prepare marketing and sales activity reports for senior management and the Board of Directors
- Media placement and contract negotiation of ad buys and barter, with an outside partner when available
- Supervise digital marketing agency (currently Capacity Interactive)
- Field sales and vendor inquiries
- Acquire and run promotions obtained through media contracts
- Editing, proofreading and design review of materials
- Represent New 42 at public events

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

**Essential Knowledge and Qualifications:**

- English language fluency
- Excellent written and verbal communication skills
- Strong organization skills and attention to detail
- Ability to prioritize and manage multiple projects at the same time
- Experience with Customer Relationship Management systems (Tessitura a plus)
- Comfort with technology and digital tools such as Google and/or Microsoft suites
- Ability to collaborate and work with others
- Experience on a non-profit cultural marketing team and/or marketing to families a plus
- Bachelor's degree or relevant experience

**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](mailto:hr@new42.org) to be considered for the position:

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