



POSITION: Marketing Associate
FLSA STATUS: Full-Time/Exempt
LOCATION: Hybrid: NYC and Remote
REPORTS TO: Director of Marketing
SALARY RANGE: \$45-50K

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 **Marketing Associate** will implement New 42, New 42 Studios and New Victory institutional, sales and promotional campaigns for, but not limited to, shows, public programs, schools programs, Development initiatives and special events.

Primary Duties and Responsibilities

- Collaborate with Director of Marketing on marketing and audience development strategies
- Implementation of related campaigns, including advertising, sales emails and paid social media campaigns; collateral materials, direct mail, publications and website content
- Serve as a key copywriter, editor and proofreader for campaigns assets and publications
- Maintain marketing lists for direct mail, email and research
- Create and maintain campaign reporting and analysis to ensure that campaign goals are met
- Reconcile institutional and show marketing budgets



- Coordinate and participate in organizational events (e.g. street fairs, community events)
- Actively engage and participate in ongoing Diversity, Equity, Inclusion, and Belonging 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

- 2+ years professional marketing management experience, preferably in performing arts or cultural institutions
- Strong project management skills with proven ability to work collaboratively in a fast-paced environment
- Excellent written and verbal communication skills
- Proven experience with email marketing systems and CRM tools (*Tessitura*, a plus)
- Proficiency with Google Suite and Microsoft Office applications and project management systems

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 marketing.hr@new42.org and reference "Marketing Associate" in the subject line.