



POSITION: Media & Communications Associate
LOCATION: Hybrid - On-site with some remote work
FLSA STATUS: Full-Time/Non-Exempt
SALARY RANGE: 45K - 50K
DEPARTMENT: Marketing and Communications
REPORTS TO: Assistant Director of Media & Communications
CLASSIFICATION: Permanent

About New 42

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 **Media & Communications Associate** to support and grow the organization's reach to support institutional and program-specific initiatives. Reporting to the Assistant Director of Media & Communications, this position is hybrid - both in-person at New 42 Studios and remote. Candidates can expect the weekly schedule to shift at times for coverage of weekend events.

Primary Duties and Responsibilities (primary not exhaustive list)

- Copywriting, editing and ideating social media posts for New 42 brands/platforms
- Daily coordination and posting of social media content & posts
- Assisting with community management on social including engaging with followers and artists
- Taking casual photo and video for social media
- Synthesizing and managing project plans and calendars
- Writing long form content for New Victory blog
- Assisting with social media budget
- Searching for interesting user generated content and distributing on social platforms
- Researching relevant social media partnerships and influencers
- Creating creative briefs for internal and external communications
- Tracking social media analytics
- Assisting with department organization with VP of Marketing & Communications



- 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.

Additional Responsibilities With New 42's Partnering PR Firm:

- Coordinating invitations and press RSVPs for performances and events and securing press seats with Ticket Services
- Pitching New 42 projects and leadership for conference and speaking engagements and awards
- Editing press releases and writing project briefs
- Coordinating artist and leadership appearances
- Tracking, archiving and reporting press placements
- Monitoring press inbox
- Meeting press, influencers and VIPs at the theater when needed
- *Additional responsibilities related to the above*

Essential Knowledge and Qualifications:

- Minimum 2 years' experience of communications work desired, preferably in social media and/or public relations
- A working knowledge of social media platforms and trends, and a propensity to be online
- Familiarity with Broadway community
- Excellent written and verbal communication skills
- Attention to detail
- Ability to multitask
- Knack for creative storytelling through digital platforms
- Interest in working at a nonprofit organization towards an engaging mission

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/Protected Veterans/Individuals with Disabilities

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.

To Apply

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 marketing.hr@new42.org to be considered for the position:

- Cover letter expressing specific interest in and qualification for the position
- Resume
- Writing samples (social media)