

JOB OPENING

Position

Marketing Manager (full-time, permanent)

The Opportunity

Kupferberg Center for the Arts (KCA) seeks a resourceful, self-motivated, and versatile Marketing Manager who will be responsible for developing and implementing diverse marketing initiatives in support of KCA's programs and in alignment with its mission of providing high-quality accessible and affordable cultural attractions to the Queens College community and the borough's 2.4 million residents.

The largest multi-disciplinary arts entity in the borough of Queens, KCA presents world-class touring performances as well as emerging and regional artists at its main stage campus venues and at off-site, neighborhood settings. A leader in the cultural renaissance of Queens, KCA connects residents of the most culturally diverse region in the nation to their unique artistic heritages, showcasing these arts to a broader audience and highlighting the contributions each makes to the distinct nature of our campus and community.

The Marketing Manager will report to the Director of KCA, and will manage the day-to-day marketing needs of the organization.

Main Duties and Responsibilities

- Manage marketing, social media, advertising, promotions, and audience engagement initiatives for all KCA programs.
- Create annual and show-specific marketing plans and budgets.
- Grow new audiences while strengthening relationships and communications with existing ones.
- Lead the creation of all marketing collateral for KCA, including brochures, signage, mailers, and other physical and digital assets.
- Collaborate with outside advertising agencies, graphic designers, and other consultants to develop and implement paid media campaigns.

- Maintain and update the KCA website.
- Maintain KCA's owned media channels, including social media, email lists, venue signage, etc.
- Develop and implement social media strategy, email campaigns, and grassroots outreach.
- Act as lead contact for community partners and stakeholders related to programming and outreach.
- Cultivate relationships with media outlets, sponsors, and promotional partners.
- Collaborate with the Venue Sales Director to support marketing efforts of KCA's rental clients, to extent appropriate.
- Draft and distribute press releases and media advisories.
- Promote the KCA brand throughout the region to grow visibility and customer reach.
- Analyze and report on audience data, campaign results, and other metrics to inform future programming decisions.
- Design and implement surveys and other tactics to gain insight into audience attitudes towards KCA's programs.

Experience and Qualifications

- At least five years' experience in marketing and promotions, preferably in the performing arts or other relevant cultural sector.
- Strong familiarity with social media norms and best practices.
- The ability to work a flexible schedule dictated by the events calendar, including evenings, holidays and weekends as required.
- Excellent written and verbal communication skills
- Personable team player with an eye for detail.
- Excellent organizational and project management skills, with an ability to multi-task and meet deadlines.
- Proven track record of managing a multi-channel marketing strategy.
- Proficiency in Microsoft Office, Adobe Creative Suite, Google G-Suite platforms.

Compensation

Compensation will be commensurate with experience and prevailing salary range for similar positions within the non-profit performing arts industry. This position is eligible for benefits including medical/dental/vision insurance, a 401k plan, and paid time off.

To Apply

KCA/Queens College/CUNY is an equal opportunity employer and invites applications from a diverse pool of candidates regardless of race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, or sexual orientation. Qualified candidates should submit a cover letter and resume to: careers@kupferbergcenter.org