MARKETING MANAGER

ABOUT 651 ARTS
651 ARTS’ mission is to deepen awareness of and appreciation for contemporary performing arts and culture of the African Diaspora, and to provide professional and creative opportunities for artists of African descent. Through developing and presenting culturally resonant dance, theater, music, and humanities programs in Brooklyn over the past three decades, 651 ARTS has worked with over 800 artists and ensembles of the Diaspora—from Cuba to Trinidad, Senegal to South Africa, Brooklyn to Brazil and back—on more than 500 projects.

We seek to be a leading institution in the performing arts ecology that illuminates the evolving stories and varied cultural experiences of the African Diaspora, an institution whose impact and influence transforms individual lives, neighborhoods, and global communities.

THE OPPORTUNITY
Reports To: Executive Director
Status: Non-exempt, Part Time
Summary: The Marketing Manager’s key role is to assist the organization achieve its plans for growth in alignment with its mission, vision and values. They will be responsible for cohesion in messaging across the organization and will have the primary responsibility of maintaining the organization’s brand identity in all forms, digital or otherwise.

KEY RESPONSIBILITIES
General Marketing & Communications
- Collaborate with Executive Director and other stakeholders to develop and execute marketing and communications strategies to promote organization programs and events and increase brand recognition and integrity.
- Create and update marketing materials and documents in support of programming and fundraising, including playbills.
- Support press/media and other relevant external partner relationships.
- Support organization in maintaining logo and brand identity.
- Lead digital executions – across email, website, and social media – of programming, fundraising, and engagement campaigns throughout the year.
- Produce all email campaigns, soliciting content from internal sources, and manage review, testing, and sending.
- Write and edit content for email marketing efforts, including monthly newsletter.
- Maintain communications editorial calendar for web, print, email, and social media; and, inform calendar of upcoming topics, news and milestones, and external opportunities to guide content planning.
- Manage digital asset library.
- Attend various events in support of marketing and communications.
- Serve as an advocate for the organization before stakeholders, partners, and the general public.

Social Media Management
- Manage all aspects of the organization’s social media presence (website, LinkedIn, Facebook, Instagram, Twitter, YouTube, etc.)
- Drive strategy to increase awareness for key programming and increase daily engagement on organization’s social media accounts.
- Lead content creation for organization’s social media, including written content, tweets, posts, images, and videos.
• Manage social ad campaigns and other promotions, track and share results for continuous improvement to targeting and segmentation.
• Promote new content, key pages, and calls-to-action across channels. Position content to target different segments and to fit the format and publishing requirements of each platform.

Data & Analytics
• Monitor, report and present on online engagement analytics (web, email, social media).
• Identify and leverage key engagement metrics across platforms to optimize content, messaging, and distribution.
• Develop and lead audience development strategies through marketing campaigns, audience development initiatives, and market focused research activities.
• Research and report on marketing strategies.
• Create post-event reports for events and programs.

QUALIFICATIONS
• 3-5 years of relevant professional experience in communications and/or marketing, preferably in a non-profit, arts based, cultural organization.
• Bachelor’s degree in a related field, such as Marketing, Strategic Communications, or Public Relations.
• Strong communicator with excellent written, presentation, and verbal communication and interpersonal skills.
• Possess strong organizational skills with attention to detail.
• Demonstrated ability to work on multiple projects in a fast-paced environment while simultaneously managing deadlines.
• Comfortable working in a highly collaborative environment – able to initiate ideas and open to constructive input.
• Proven results in implementing marketing and communications strategic plans and managing social media platforms and analytics technologies.
• Demonstrated experience with visual storytelling.
• Creative and strategic thinker with good judgment and ability to make independent decisions.
• Familiarity with CMS platforms (e.g., WordPress) and basic HTML; MailChimp or similar email service platforms; Microsoft 365 including Teams; Zoom or similar video conferencing platforms; and Adobe Creative Suite.

WORK ENVIRONMENT / PHYSICAL REQUIREMENTS
Be available for approximately 15-20 hours a week. In-person at 651 ARTS Brooklyn office and remote, flexible schedule as assigned, occasional evenings and weekends. The qualified employee will work in a small office setting, and interact with staff, consultants, and outside vendors, therefore they may be subjected to interruptions throughout the workday. The position requires the ability to sit for sustained periods of time and travel locally. The vision requirement includes close vision. The employee is occasionally required to lift up to 30 pounds.

COMPENSATION
$33-$38 / hour. No benefits.

TO APPLY
The above description is intended to describe the general nature and level of work to be performed by the individual in this position. It is not intended to be an exhaustive list of all responsibilities, duties, and skills required of the
position. Employees may have other duties assigned at any time. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

For consideration, please submit a resume and substantive cover letter outlining your interests and qualifications via email to: hr@651arts.org. Please use the subject line: “Marketing Manager / Your Name” when submitting.

651 ARTS is committed to a culture of equity, diversity, and inclusion in all areas. We strongly encourage applications from populations underrepresented in the presenting field. Multilingual candidates are encouraged to apply.

651 ARTS is a fully vaccinated workplace from COVID-19. Full COVID-19 vaccination is required of all employees with exemptions made for sincerely held religious beliefs and medical exemptions.