

Tuesday, March 26, 2019

DIGITAL MARKETING MANAGER

Company: The Joyce Theater Foundation, Inc.
Location: New York, New York

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STATUS: Full-time with full benefits package

REPORTS TO: Director of Marketing

SCHEDULE: Monday through Friday, 10am – 6pm with flexibility to accommodate Marketing Director's requests to attend performances, professional development sessions, and offsite conferences.

POSITION SUMMARY:

The Digital Marketing Manager is responsible for the creation of all aspects of the visual brand of The Joyce Theater including the website, season brochure, digital advertisements, and direct mail.

SPECIFIC RESPONSIBILITIES:

Website (15 hours per week)

Oversee and manage Joyce website
Project manager and liaison with web developers as needed for proper updating and maintenance
Manage website analytics and regularly provide insight on best practices
Create and maintain all season and company content
Ongoing updates (weekly home page updates, run times, promotions, updates to related events)

Design (20 hours per week)

Manage the creation and execution of printed season materials (brochure, flyers, etc.)
Develop and create The Joyce's image and brand and ensure that it is consistent internally and externally
Create all Joyce designed elements for Marketing, Development, Education, and other departments as needed
Create templates for all departments and instructions on how to properly use the Joyce logo and design
Design all advertisements (print, digital, direct mail, collateral)
Manage the external communications calendar in coordination with development
Design and deploy e-blasts

Editing and Video (5 hours per week)

Edit all internal videos for content creation
When needed, serve as organization's photographer for events, rehearsals, etc.
Develop lobby video, presentation trailers, and season reel

Requirements:

Bachelor's degree or at least four years of equivalent experience
Advanced experience with photo and video editing software (Adobe Creative Suite)
Proficiency with Drupal or equivalent CMS

To apply:

E-mail resume, cover letter, and references to marketinghr@joyce.org with DIGITAL MARKETING MANAGER in the subject line no later than April 5, 2019.

Joyce Theater Foundation employees share a rich work experience with colleagues who embrace the institution's mission of programming and promoting a wide spectrum of dance. An Equal Opportunity and Affirmative Action Employer, The Joyce Theater is committed to an inclusive work environment.

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[< back](#)

[previous listing](#) • [next listing](#)