

Monday, June 17, 2019

## Associate, Acquisition Marketing

Company: New York City Ballet, Inc.

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# NEW YORK CITY BALLET

New York City Ballet seeks a full-time Associate, Acquisition Marketing to join a fast-paced Marketing & Media department. Position will play a role in the planning and execution of acquisition marketing plans for the Company's 112-performance annual repertory season and the holiday presentation of George Balanchine's The Nutcracker® at Lincoln Center, and will work closely with all members of the department to grow audiences and meet revenue goals.

### Responsibilities

- Work with Director, Acquisition Marketing in the execution of marketing and promotional activities with a focus on driving top of funnel new acquisition and conversion
- Book all paid media (print, broadcast, outdoor, digital, social) following the approved media plan
- Traffic the production of all acquisition marketing creative assets, ensuring a unified brand presence in the marketplace
- Coordinate the implementation of the annual acquisition marketing email strategy, including pulling copy/design assets and list generation
- Log and reconcile media plan against billings, and all other team expenses against quoted fees to ensure invoice accuracy
- Maintain up-to-date rate and circulation information for all paid media outlets
- Coordinate the production and installation of all NYCB front of house and exterior signage at DHKT and on the LCPA campus
- Assist in the tracking and reporting of acquisition marketing activity against determined KPIs
- Coordinate activities, staffing and payroll (as needed) of all acquisition promotional initiatives/programs (e.g. Art Series evenings and Nutcracker photo op)
- Oversee trade ticket fulfillment
- Coordinate promotional discount programs, including but not limited to \$30 For 30 Rush Program, TDF efforts, High Five Tickets for the Arts, and the promotion of each
- Assist in the implementation of sponsor and third-party promotions and offers that are geared towards new customer acquisition
- Coordinate the set-up and testing of promotions including source codes, promotion codes and offer details
- Maintain an organized archive file of all team activity and assets
- Provide support for department research projects
- Serve as a department proofreader, ensuring consistency of campaign messaging, brand voice, and editorial style guide
- Maintain an up-to-date working knowledge of the Company's ticketing software system (Tessitura), email application (Wordfly), data analytics and list management tool (Data Center), and project management platforms (Airtable and Trello)
- Perform general administrative duties as needed, including activities such as the ordering of all Marketing & Media department office supplies, trafficking Marketing & Media department invoices, and the processing of Acquisition team mail/deliveries, etc.
- In conjunction with team director, create a plan for annual tasks to be handled by the Acquisition Marketing intern, and help to oversee their day to day activity
- Assist with other departmental activities as needed

### Qualifications

- Bachelor's degree and a minimum of 1-2 years' work experience
  - Strong project management, writing, and proofreading skills
  - Excellent interpersonal, communication and organizational skills
  - Command of MS Office
  - Knowledge of Tessitura and Data Center a plus
  - Budget management experience a plus
  - Ability to multi-task, prioritize, and be flexible in a fast-paced, deadline-oriented environment
  - Reliable self-starter with an ability to take initiative and work both independently and as part of a team
  - Ability and willingness to work occasional evenings and weekends
- A passion for performing arts/art/culture a must, ballet and/or in NYCB a plus

To Apply

New York City Ballet is an Equal Opportunity Employer. For consideration, please send, by email only, resume with cover to

[BalletHR@nycballet.com](mailto:BalletHR@nycballet.com) with "Associate, Acquisition Marketing" in the subject line.

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New York City Ballet, Inc.

For more information:  
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