

Thursday, February 16, 2012

Mount Tremper Arts seeks Marketing Manager

Contact: Mathew Pokoik, Executive Director, Mount Tremper Arts Please email cover letter and resume to Mathew at ► [Share](#) | [Print](#) | [Download](#)
info@mttremperarts.org References will be needed later. <http://www.mounttremperarts.org>

Position Description: Mount Tremper Arts (MTA), a contemporary multi-arts center, is seeking an individual to oversee and manage marketing activities in partnership with the Executive Director. Candidate may be based in New York City or MTA's local Catskill community and must have an excellent understanding of marketing and the contemporary arts scene.

Important qualifications for the position include:

Minimum two years marketing experience, preferably in the arts.

Excellent communication and written skills. Ability to write press releases and communicate to the public about MTA's unique programming.

Independent and able to take on responsibilities with a minimum of supervision.

Awareness of contemporary performance and visual art.

Established relationship to press helpful, but not required.

Willingness to travel to the MTA's Catskills campus as needed for local marketing efforts, housing and travel will be supplied by MTA.

Marketing Managers responsibilities will include:

Oversee all marketing activities related to MTA's annual Summer Festival and residency program.

Collaborate with the Executive Director in the design and publication of MTA's Summer Festival brochure.

Oversee distribution of marketing materials such as brochures, posters, and fliers both in NYC and locally.

Develop new marketing campaigns that increase MTA's presence in particular among MTA's local community.

Write and send Press Releases for the Festival and individual events.

Pitch stories and communicate with national and local press.

Develop relationships with press contacts for MTA, and update marketing databases.

Keep MTA's website up-to-date and oversee MTA's use of social media.

Oversee event calendar listings in national and local periodicals and websites.

Work on festival Sponsorship campaign in partnership with the Executive Director and Development Associate.

Brainstorm and develop new marketing activities to increase public awareness of MTA's activities both nationally and locally.

Oversee monthly and weekly e-mail blasts and newsletters.

Oversee MTA interns to help achieve the above tasks.

Compensation and Work hours: Position will operate from March – end of August with an estimated 16 hours per week at an hourly wage based on experience, in the range of \$20 - \$30 hr. Marketing Manager position will operate as an independent contractor. Additional perks may include free residency (or vacation) time at MTA's campus in the fall or spring.

About Mount Tremper Arts (MTA): Nestled in the wild and beautiful Catskill Mountains, just 2 hours from New York City, MTA supports contemporary artists in the creation and presentation of new works of art. Founded by choreographer Aynsley Vandenbroucke and photographer Mathew Pokoik, MTA is an artist-run space that fosters an environment of creative risk taking and intellectual curiosity through an integration of performances, exhibitions, artist residencies, and hybrid programming. With an intensive Summer Festival and year-round Creative Development Residencies for artists, MTA nurtures both the solitude necessary for making artistic work and the community needed to share it.

MTA is located in the Catskill Park, adjacent to state parkland and by the Esopus Creek. We have amazing swimming holes, hiking, fishing, cycling, and a large vegetable and ornamental garden on-site. Local agricultural models influence MTA's programming, and issues of economic and environmental sustainability are a core concern of the center.

Press Quotes

"If your summer has room for only one quick dance getaway, you won't do better than this interdisciplinary, artist-run festival in the Catskills, where the atmosphere is decidedly low key, and sumptuous food offerings are paired with sophisticated contemporary dance." Claudia La Rocco, **The New York Times**, May 5, 2011

"The Catskills festival combines barns, barbecues, and campfires with photography exhibitions and some of the most sophisticated voices in contemporary dance." **The New Yorker**, July 5, 2010

"Attending summer dance festivals held in idyllic settings often feels like crashing another generation's party. Happily, for younger people interested in dance and performance, there is a festival newcomer, Mount Tremper Arts, with a much fresher and far more experimental program than many of its older festival relations."

Aimee Walleston, **The Last**

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