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New York City Center - Marketing Associate

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Department: Marketing and Communications

Reports To: Dir. Of Marketing and VP, Marketing and Communications

Status: Exempt, Full-Time

Position Summary: The Marketing Associate is an important member of our creative and high energy team. The Marketing Associate is responsible for planning and implementing the marketing efforts for a variety of New York City Center's Dance and Musical Theater events and taking part in the planning of efforts to generate institutional awareness and ticket sales.

Responsibilities:

- Generates and manages marketing plans.
- Handles the trafficking of collateral print materials.
- Oversees the creation and placement of online banner ads.
- Generates daily and weekly sales reports.
- Creates and deploys pre and post performance emails.
- Manages the communication and fulfillment of ticket offers for group sales and student rush programs.
- Collects programming content for website, promotional materials and press materials.
- Oversees the design, production and sales of City Center's show specific merchandise.
- Cultivates and maintain relationships with universities to help build new audiences.

Qualifications and Skills:

3-5 years of prior experience marketing the performing arts.

Deep appreciation for the arts and the mission of New York City Center.

Effective verbal and written communication skills.

Familiarity with Google and social media analytics a plus.

Leadership skills and ability to interface with team, staff and volunteers.

Knowledge of Tessitura, T-Stats, Wordfly, MAC OS, MediaMind,video editing, graphic design, and html are all considered pluses.

Excellent organizational and planning skills.

Good sense of humor and positive outlook a must.

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