

Monday, July 2, 2018

## Marketing and Audience Engagement Coordinator

Company: Irish Arts Center  
 Location: New York, NY  
 Compensation: 42000

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Irish Arts Center seeks an energetic, ambitious, and well-organized Marketing and Audience Services Coordinator interested in using people skills, writing ability, and an attention to detail to play an integral role as part of our marketing team at a very exciting time in the organization's history.

Irish Arts Center, founded in 1972, is a national and international home for artists and audiences of all backgrounds who share a passion for the evolving arts and culture of contemporary Ireland and Irish America. Based in Hell's Kitchen, New York City, the Center presents, develops, supports, promotes, tours, and distributes work from established and emerging artists, providing audiences access to cultural experiences that are innovative, collaborative, diverse, authentic, emotionally and intellectually transporting, meet the highest standards of excellence, and celebrate our common humanity. The Center also provides community education programs for adults and children of all ages and ethnic, racial and socioeconomic backgrounds, and an international home for the Irish community to come together and engage with a dynamic, global diaspora.

Later this year, the organization will break ground on a landmark new permanent home, including a state of the art flexible theatre for music, dance, theatre, visual arts and interdisciplinary works; a second, intimate space optimized for live music and conversation, recordings, master classes and special events; classrooms and studio spaces for community education programs in Irish music, dance, language, history, and the humanities; and a spacious avenue-facing lobby café lobby that will be a hub for artistic and community hospitality.

The Marketing and Audience Services Coordinator will support the overall day-to-day operations of Irish Arts Center's marketing department with a focus on audience services, data analytics, and reporting.

### Key Responsibilities:

- Support the day-to-day coordination and execution of multi-disciplinary marketing campaigns, including building and deploying emails and surveys in email marketing platform; proofreading and editing copy; assisting in developing playbills and promotional materials; researching marketing assets and partners; creating weekly sales reports; and assisting in social media campaign creation and deployment
- Audience services responsibilities and daily management of ticket sales software, including building and maintaining events; facilitating in-house requests for seats; fielding event-related questions, managing ticket exchanges and refund requests; managing event wait lists; and fulfilling online merchandise purchases
- Track, review, compile and report on data and audience segmentation as needed for marketing campaigns and audience reporting, across all CRM databases
- Attendance at IAC events, including live social media coverage, as shared across the marketing team
- General administrative support of the marketing department, including responding to general inquiries; tracking and processing departmental expenses; organizing digital, press, and marketing files; and scheduling and supporting department meetings, including organizing agenda, supplies, appropriate staff attendance, and background materials
- Performs other duties as required by management

### Required Qualifications

- At least 2 years prior experience in marketing, ideally in the arts or adjacent field
- Bachelor's degree
- Highly organized, detail oriented, and self-motivated
- Ability to prioritize and juggle tasks, from multiple points of contact
- Strong grasp of numbers and spreadsheets
- Strong proofreading skills and understanding of AP-style grammar
- Excellent knowledge of Microsoft Excel and Microsoft Word
- Strong customer service skills
- Experience with content management systems and email marketing applications, or an ability to learn. Irish Arts Center uses OvationTix, Constant Contact, Survey Monkey, Google Analytics, and Raiser's Edge
- Knowledge and experience working in various social media platforms
- Knowledge of Google AdWords and Facebook Ads Manager a plus
- Knowledge of InDesign and Photoshop a plus

This opportunity is available immediately and is a full-time staff position with benefits. Salary: \$42,000

Irish Arts Center is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will

receive consideration for employment without unlawful discrimination based on race, creed (religion), color, sex (including gender expression), national origin, sexual orientation, military status, age, disability, predisposing genetic characteristic, marital status or domestic violence victim status or any other characteristic protected by law.

This job description is a summary of the primary responsibilities and qualifications of the position. No phone calls please. Please email resume and cover letter to [jobs@irishartscenter.org](mailto:jobs@irishartscenter.org) with "Marketing and Audience Engagement Coordinator" in the subject line.

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[< back](#)

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