

Wednesday, August 4, 2021

Marketing and Audience Engagement Manager

Company: The Tank

Location: New York, NY

Compensation: Salary: \$40,000 annually with 50% employer contribution to health insurance, Transitchek, and flexible paid vacation

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Organization Description:

Founded in 2003, The Tank is a multi-disciplinary non-profit arts presenter and producer, which provides a home to emerging artists working across all disciplines, including theater, comedy, dance, film, music, puppetry, and storytelling. Led by Artistic Director Meghan Finn, Director of Artistic Development Johnny G. Lloyd, and Managing Producer Danielle Monica Long King, The Tank champions emerging artists engaged in the pursuit of new ideas and forms of expression. In doing so the company removes the economic barriers from the creation of new work for artists launching their careers and experimenting within their art form. From the company's home with two theaters on 36th Street, The Tank serves over 2,500 artists every year, presents over 1,000 performances, and welcomes 36,000 audience members annually. The company fully produces a curated season of 13-18 theatrical World or New York premieres each season.

Position Overview:

The Tank is seeking a full-time Marketing & Audience Engagement Manager to oversee institutional communications strategy, engage audiences and cultivate long-term relationships with communities at The Tank. The Marketing & Audience Engagement Manager will oversee all aspects of marketing and audience engagement by designing and implementing a detailed marketing and outreach strategy for the promotion of Tank productions and presentations. This strategy will be developed in collaboration and communication with Tank Staff, The Tank's development consultant team, and press team. The Marketing & Audience Engagement Manager will work with the Director of Artistic Development to broaden the scope of communities in NYC being currently served by Tank programmatic offerings. Further, the Marketing & Audience Engagement Manager will provide tools and assistance to Tank presented artists how to best leverage their own networks and free Tank resources to best market their work. This position reports to the Director of Artistic Development, Managing Producer, and the Artistic Director.

Responsibilities include:

Design and Implement Communications and Marketing Vision for The Tank:

- Create and maintain a marketing calendar for promoting work presented at The Tank
- Create and implement detailed marketing plans for Tank co-productions, including social media strategy and paid media in conjunction with the strategy developed and implemented by outside press team.
- Working with Tank partner organizations and companies to fully understand their goals and develop a marketing plan for each coproduction.
- Work with artists to leverage their networks to promote their shows and to provide guidance and tools that match their level of familiarity and experience with self-promotion
- Author marketing copy and create assets for Tank shows, on a case-by-case basis when appropriate.
- Edit and oversee The Tank's weekly e-newsletters.
- Serve as point of contact for The Tank's press team (Matt Ross PR) as necessary and help manage drafting and review of press releases and fielding press inquiries.

Oversee The Tank's Audience and Community Development Efforts

- Provide guidance to Tank artists to set audience development goals for their project based on their artistic goals for the work
- Build on Tank's current outreach network to deepen existing relationships and cultivate new relationships
- Strengthen relationships with various schools, organizations, and communities to welcome them to The Tank
- Identify potential partner organizations and groups to grow the Tank's network of communities served.
- Oversee targeted outreach for particular Festivals and co-productions
- Cultivate business outreach to connect The Tank with neighboring businesses in Hell's Kitchen.
- Oversee systems for data compilation and analysis to better reach audiences and leverage our communications platforms
- Produce ancillary marketing events around productions including roundtables and guest panels.
- Work with The Tank's Technical Manager to curate and design promotional or ancillary installations within The Tank's space around Tank coproductions.
- Meet weekly with Tank leadership to check in about marketing goals, communications plans and immediate steps.
- Oversee The Tank's use of AudienceView Professional and setting procedures that best utilize the ticketing platform to meet The Tank's ticketing needs.
- Conceive and, in some cases, building out ticketing levels within AudienceView Professional, The Tank's ticketing software.
- Actively participate in The Tank's ongoing practice to make The Tank an explicitly anti-racist and anti-oppressive organization and a welcoming, generative space.

-Actively participate in weekly all-staff meetings and individual biweekly and quarterly check-ins.

-Participate in internship hiring process

-Assist with communication of Tank Handbook/Code of Conduct/Safety Protocols to relevant stakeholders (artists, audiences, staff, volunteers, interns, Board), as necessary

Interested applicants should send their resume and cover letter to Managing Producer Danielle King at dking@thetanknyc.org.

The Tank
312 W 36 Street, Fl 1
New York, NY, 10018
212-563-6269
www.thetanknyc.org

For more information:
Danielle King
dking@thetanknyc.org

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