

Audience Activist

This is a part-time, 25-hour position for someone with activist roots, a community mobilizer and social media maven, who possesses excellent telephone and interpersonal skills. The Activist will be adept in the human touch as they will serve as an ambassador for the artists, the projects, and for HERE. This position is charged with implementing introductions between various segments of the public and HERE to bolster the Student Rush and AccessHERE programs, and build awareness of our affordable ticket prices and valuable programming.

Duties include:

- Leads outreach for both HERE productions and presentations and SubletSeries productions, organizing communities within the five boroughs of New York City to introduce or re-introduce HERE to a variety of constituents that might enjoy seeing performances at HERE and be attracted to the accessibility of our venue.
- Identifies specific groups of people and communities who would be attracted to the specific content of a performance and responsive to HERE's ticket price, then communicates with and mobilizes these special interest groups.
- Completes research and analysis to understand why individuals who have recently been introduced to HERE would choose to repeat their visit or not repeat their visit.
- Identifies the tools needed to make connections and build ongoing relationships in order to translate older forms of audience outreach and adapt them to fit in to the workings of our 21st-century mode of operating.
- Is present and welcoming at all performances that special interest groups attend, noting how the experience goes and garnering feedback.
- Plans and implements unique onsite engagement opportunities for HERE productions and presentations, making sure there is something for patrons to engage with before or after every HERE show.
- Assembles and maintains a group of Academic Partners, representatives from a variety of institutions that will act as ambassadors for HERE and conversely, the students they represent, who have interests and feedback that HERE would benefit from hearing. With the goal of increasing the percentage of students in our audience.
- Bolsters the AccessHERE program so that HERE has more consistent relationships with local community organizations to whom we offer free tickets: maintain a database of who these organizations are, when we reach out to them, and their response.
- Works with Marketing Manager to identify and activate community influencers that will engage with HERE's social media accounts, encouraging new followers and likes and expanding our social audience.
- Follows the Marketing Manager's timeline to organize and execute teams of street distributors for HERE print materials and supports the Prototype Marketing Associate's efforts during the festival.

- Establishes and communicates a long-term audience development strategy for Resident Artists.
- Works with the Marketing Manager to seek out and develop cross-promotional partnerships with other organizations: eblast exchanges, mailing list exchanges, postcard & program ad swaps, and social media promotions.
- Conducts research and outreach to school contacts and special interest groups for group sales to HERE productions.
- Manages a hospitality budget to plan meetings and events for groups or community leaders to become acquainted with HERE as a venue and view our programming as an option for their peers.
- Designs audience metrics, collects, and analyzes the data to effectively change the way we communicate with the public and ensure that we identify and incorporate new communities into our audience.

Qualifications

- Extremely social go-getter with excellent interpersonal skills;
- Interest in collaborating and working closely with HERE's artists;
- Ability to juggle multiple tasks and reprioritize within a rapidly changing environment;
- Self-starter, organized, disciplined and highly detail-oriented;
- Ability to work well both individually and as part of a team;
- Excellent oral and written communication skills;
- Savvy with all social media platforms;
- Team player with a sense of humor;
- 2-3 years working in audience development, marketing, or a similar community-organizing role.

Employees receive complimentary admission to all of HERE's productions and special events. Schedule is flexible, but employee will work primarily in the office during regular business hours and from home when agreed upon. **Position start date is December 3.**

To apply, please send résumé and cover letter to jobs@here.org with subject "Audience Activist."

HERE strives to create an equitable, diverse, and inclusive home in which all people have fair access to the resources they need to realize their visions. We acknowledge structural inequities that exclude individuals and communities from opportunities based on race, gender, disability, sexual orientation, class, age, and geography, and seek to counter those inequities in our work.