

## **HERE Media & Branding Manager – Full-time Position**

This position works closely with and reports to the Marketing Director, and liaises with the Marketing Manager. Also liaises with Development Director, Producing Director, General Manager, and Resident Artists.

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. Through mindful actions on sustainability and regenerative practices, we work toward climate justice, and a safe, livable planet for present and future artmakers and audiences.

BIPOC, LGBTQ+, and differently-abled individuals are strongly urged to apply. We also encourage applications from those who may not have conventional resumes.

### **Duties include:**

- Serves as the primary in-house designer complying with HERE's institutional and production-specific branding. Designs and creates print materials: brochures, postcards, program shells, surveys, signage, lobby displays, event invitations, etc.
- Along with the Marketing Department, strategizes and implements seasonal and institutional branding initiatives, providing fresh ideas that are responsive to our times and artists.
- Provides art direction for show and organizational branding: helps to guide the branding process and ensure that graphics align with positioning goals.
- Contributes to branding of Resident Artist productions and all show-related print materials. Designs & formats web graphics for eblasts, online advertising, social media, and online profiles. Works with the Development Director to design appeal letters, invites and other print materials.
- Implements introductions between various segments of the public and HERE, to bolster the Student Rush and affordable ticket price programs; develop engagement opportunities for and with community partners; and help cultivate awareness of HERE's valuable programming around the city.
- Along with the Marketing Manager, formats and uploads content to HERE's website. Primarily writes captions and posts to social media accounts and other online platforms with accuracy, consistency and an eye to the design and overall marketing goals.
- Builds and maintains a social media calendar to organize production-specific campaigns. 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.

- Works with the Marketing Department to design, send and track HERE's biweekly e-newsletter. In addition, creates and manages the monthly HEREedu e-newsletter providing free and discounted ticket opportunities to students and educators.
- Works with the Marketing Director to execute cross-promotions: strategizes partners, conducts outreach, and compiles content. Analyzes ticket buying, survey results & web trends in collaboration with the Marketing Manager.
- Works alongside the Marketing Director in seeking out emerging technologies and online platforms to augment HERE's online presence and integrate the many facets of HERE's marketing strategy, including interactive audience development.
- Assists in any other marketing duties as set by the Marketing Director.

#### **Skills Required:**

- Graphic design: Strong knowledge of design principles and techniques alongside a flexible, creative design aesthetic and portfolio of previous work for print and web;
- Proficiency in Photoshop, Illustrator, and InDesign;
- Experience with Facebook, Twitter, Instagram, TikTok.
- Other Experience: Must be adept at Mac OSX. Also have working knowledge of Microsoft Word and Excel.
- Interest in learning new software and systems, plus the intelligence and confidence to dive into new systems, figure them out, and apply them.
- 3-5 years of experience in a similar capacity required.

#### **Helpful skills:**

- Ability to work independently as well as collaboratively on team projects;
- Self-starter, organized, and highly detail-oriented;
- Familiarity with online project-management tools (i.e. Airtable, Asana);
- Proficiency with HTML; Flash, Javascript, or CSS;
- Interest and experience shooting and editing video;
- Ability to ask questions, communicate with various stakeholders, strategize about priorities and needs, and respond to challenges along the way;
- Familiarity with Wordpress, OvationTix or other ticketing systems;
- Strong skills with Microsoft Office or Google Apps;
- Desire to be part of a friendly forward-thinking community of staff, artists and audiences.

#### **Salary and Benefits:**

- Salary: \$47,000
- Unlimited Paid Time Off with a two-week mandatory minimum
- Health and Dental Insurance (with small employee contribution)
- Flexible work-from-home opportunities
- Access to discounts and promotions from various vendors
- Complimentary admission to all of HERE's productions and special events

**Position start date: May 2022**

**To Apply:** Please [click here](#) to complete a short application form and submit your resume.

### **ABOUT THE ORGANIZATION**

Since 1993, HERE has been one of New York's most prolific producing organizations, and today, it stands at the forefront of the city's presenters of daring new hybrid art. HERE supports multidisciplinary work that does not fit into a conventional programming agenda. Our aesthetic represents the independent, the innovative, and the experimental: HERE has developed such acclaimed works as Eve Ensler's *The Vagina Monologues*; Basil Twist's *Symphonie Fantastique*; Basil Twist and Joey Arias' *Arias with a Twist*; Hazelle Goodman's *On Edge*; Young Jean Lee's *Songs of The Dragons Flying To Heaven*; Trey Lyford & Geoff Sobelle's *all wear bowlers*; Faye Driscoll's *837 Venice Boulevard*; Taylor Mac's *The Lily's Revenge* and original musical and dance works created and directed by HERE Co-Founder and Artistic Director Kristin Marting. The *New York Times* has called HERE "one of the most unusual arts spaces in New York and possibly the model for the cutting-edge arts spaces of tomorrow." Indeed, HERE has become successful at creating a new kind of arts enterprise — the collaborative multi-arts center. In more than 25 years, we've supported over 15,000 artists and attracted over 1,000,000 arts patrons. We aim to integrate art into daily life and engage our community's needs and interests on as many different levels as possible in order to ensure our regular presence in their lives.