



POSITION: Social Media Manager
DEPARTMENT: Marketing and Communications
CLASSIFICATION: Permanent
LOCATION: Remote/On-site
FLSA STATUS: Full-Time/Non-Exempt
SUPERVISOR: VP of Marketing & Communications
SUPERVISES: Co-supervises Media & Communications Associate

About New 42

A midtown Manhattan cultural organization, New 42's mission is to make extraordinary performing arts and cultural engagement part of everyone's life from the earliest years onwards. We do this work through the New Victory Theater (New York City's premier theater for kids and families) and New 42 Studios ("Broadway's secret laboratory").

The Position

New 42 seeks a full-time **Social Media Manager** to drive traffic to web platforms through exciting narratives and content. Reporting to the Vice President of Marketing & Communications and co-supervising the Media & Communications Associate, this position is currently remote with a desire for the individual to work with the team in-person when New 42 offices reopen.

Primary Responsibilities

- Strategy and management of New 42 social channels, including planning and posting show and season-related content
- Writing copy, engaging with followers and artists
- Growing audience and awareness
- Supporting sales and engagement strategies
- Developing new, original and creative content in line with industry trends
- Using a consistent tone and voice; with a focus on storytelling
- Writing, editing, building and posting blog content to support awareness around New 42 shows and initiatives
- Measuring and reporting on blog traffic
- Editing, copywriting and proofreading
- Covering events, including the meeting of press, influencers and VIPs at the theater when needed



Qualifications and Skills

- Minimum four years of experience of communications work desired, preferably within a cultural organization or agency
- Extensive experience/use of social media platforms
- Familiarity with SEO practices
- Knowledge of arts and culture media landscape
- Excellent written and verbal communication skills
- Knack for creative storytelling through digital platforms
- Ability to multitask
- Interest in working at a nonprofit organization towards an engaging mission
- Knowledge of the education field a big plus

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities

New 42 is an Equal Opportunity Employer and prohibits discrimination and harassment of any kind: New 42 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 regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetic information, predisposition or carrier status, disability, age, military or veteran status, or any other status protected by applicable law. New 42 is committed to anti-oppressive practices in all departmental business processes; we aim to prioritize and advance as an anti-racist and anti-oppressive organization.

To Apply

Please include a resume and a cover letter identifying your specific interest in and qualification for the position at careers@new42.org