



The Art Students League of New York

POSITION DESCRIPTION

Name:

Job Title: Marketing Manager

Department: Marketing and Creative Services

Reports To

Direct: Director, Marketing and Creative Services

Dotted Line:

FLSA Status: Exempt

POSITION SUMMARY

Reporting to the Director, Marketing and Creative Services, the Marketing Manager will be responsible for strategic input, project management, and the timely implementation of marketing and communication initiatives from ideation to execution.

Collaborating with the Director, Copywriter, Social Media manager, and managers of supporting departments, this position will help plan and implement projects across online and offline marketing channels.

ESSENTIAL RESPONSIBILITIES AND DUTIES

- Help develop strategies and tactics that support all League initiatives (e.g., Classes and Workshops, Gallery and Exhibitions, Community Programs, Fundraising and Development).
- Track the effectiveness of content to support and improve marketing objectives.
- Actively build and maintain a communications schedule to support upcoming PR initiatives and engage PR vendor with relevant content.
- Help prepare and monitor the marketing/communications budget.
- Provide input and editing as needed for marketing collateral, digital advertising, social media, and PR.
- Launch campaigns via MailChimp and other platforms that target the ASL Community.
- Support League efforts to improve brand consistency and awareness.
- Develop and sustain strong working relationships with internal personnel across all League departments.

OTHER RESPONSIBILITIES

- Help ensure consistency of messaging across multiple social media platforms.
- Provide support for developing and managing the department's marketing budget.

UNIQUE REQUIREMENTS OF THIS JOB

- Self-starter who is resourceful, creative, and capable of handling multiple projects on time and on budget.
- Strong organizational and time management skills required to plan and execute large and small marketing/communication projects and initiatives.
- Ability to work independently in a fast-paced, deadline-driven environment while efficiently and effectively managing competing priorities.
- Excellent oral and written communication skills.
- A sense of aesthetics and desire to help create great copy and visual communications.

QUALIFICATIONS AND REQUIREMENTS:

Job Qualifications	
Degree(s) Required/Preferred	Bachelor's degree in Business, Marketing, Communications, or related experience.
Years of Experience Desired	4+ years' experience in marketing communication roles. Art Education, Marketing, or Publishing marketing experience preferred.
Industry or Product Knowledge	Art Education, Education, or Publishing a plus.
Computer Experience:	<ul style="list-style-type: none">• Expert use of MS Office Skills; knowledge of WordPress, MailChimp, a plus.• Knowledge of website analytics tools such as Google Analytics, Webtrends, etc.
Additional Skills/Abilities Helpful:	<ul style="list-style-type: none">• Excellent customer service, interpersonal, and communication skills.• Analytical skills to track and analyze communications data and improve marketing content and initiatives.• Innovative mindset to help develop unique ways to enhance the ASL brand.