



Director of Marketing & Communications

Harlem School of the Arts (HSA) seeks a Director of Marketing & Communications to manage all aspects of the institution's marketing and communications initiatives. This role manages the institutional branding, vision and messaging integrated across all communication channels including print, digital media, web, social media, email applications, development communications, advertising, and public relations. The Director also ensures that the HSA brand is consistent in its visual identity and messaging. This is a full-time, exempt position which may require periodic weekend and evening work related to classes, performances, special programs, and events.

This role oversees Marketing and Communication strategy as well as analysis of Marketing and Communications metrics of the organization. It supports the activities related to earned income such as classes and workshops as well as activities related to contributed income such a development appeals and fundraising events.

Principal Duties:

- Create and implement a comprehensive marketing and communications plan aligned with the strategic priorities of the organization
- Develop and manage Marketing & Communications Budget
- Partner with Programs Team, Development, and Finance to prioritize projects
- Collaborate with Chief Development Officer to align marketing strategy with Strategic Plan objectives
- Write content for newsletters, appeals, annual reports, and other institutional communications
- Engage and grow the HSA audience through concrete strategies to attract, recruit, convert, and retain audience across all target demographics
- Oversee public relations consultant and manage media opportunities and amplify the public image of the institution
- Develop tools to measure effectiveness of campaigns and marketing initiatives and develop a feedback loop to allow for continuous refinement and improvement of tactics
- Create promotion materials for performances, concerts, public programs, and special events
- Oversee social media strategy across all digital platforms
- Review opportunities to showcase video content on YouTube, the HSA website, and other platforms
- Advance the institution as a world-class leader in arts education
- Monitor, analyze and provide reports on enrollment, sales, and social media, and institutional impact
- Maintain Constant Contact and VIP distribution lists and review mass-mailing process for opportunities to improve efficiency

- Develop presentation and proposal materials to support the President, Development, HSA space rentals, community partnerships, and outreach sales initiatives
- Maintain relationships with photographers and videographers as needed
- Oversee internal communications campaigns as needed by organization administration
- Collaborate with HSA IT Director to monitor, update, and maintain HSA website
- Promote major HSA initiatives such as the annual HSA gala, fundraising events, and festivals
- Manage additional projects as assigned

Supervisory Responsibilities:

- Manage and develop two Marketing & Communications team members
- Oversee relationship with third party graphic designer as needed

Qualifications:

- Bachelor's Degree in Marketing, Communications, or an arts-related field
- 5- 7 years of progressively expanding roles in Marketing, preferable in the arts
- Demonstrated experience managing a complex multi-channel marketing plan
- Budget experience
- Strong writing skills
- Exceptional planning and organization skills
- Ability to juggle multiple projects and priorities
- Solid understanding of Digital Media, content creation, strategy, and analysis
- Experience developing and placing advertisements and advertising campaigns
- Experience using Microsoft Office suite of products
- Experience with design software such as InDesign, Illustrator or Adobe Photoshop preferred
- Understanding of arts education and the cultural arts sector
- Strong written and verbal communication skills
- Previous supervisory experience
- Flexibility and adaptability to changing priorities in a fast-paced environment
- Spanish language skills a plus

Location:

Harlem School of the Arts is located at 645 Saint Nicholas Avenue, New York, NY 10030. It is easily accessible via the A, C, B, and D subway trains.

To Apply:

Please send resume and cover letter to employment@hsanyc.org. Please indicate Marketing & Communications Director in the subject line.

About Harlem School of the Arts:

Harlem School of the Arts empowers youth to reach their full potential in the arts, education, and life, through interdisciplinary arts training that celebrates the rich complexity of their community.