Salary: $60,000

OVERVIEW
When opened in 2015, the Sugar Hill Children’s Museum of Art & Storytelling became the cultural capstone of the Sugar Hill development that also includes 124 deeply affordable apartments and the Sugar Hill Museum Preschool. This innovative community museum is dedicated to nourishing the dreams and natural creative intelligence of young children – preparing them to become global citizens and architects of a more equitable future. Its mission democratizes access to culture by providing intergenerational experiences with art exhibitions and art making, engagement with artists, and opportunities for civic engagement. The museum is a community-based sponsored project of Broadway Housing Communities (BHC) a pioneering nonprofit advancing innovations in Housing + Education + Art since 1983 (see websites: https://www.broadwayhousing.org/ and https://www.sugarhillmuseum.org/).

DESCRIPTION:
The Marketing & Communications Manager is responsible for promoting the mission and programs of the SHCMAS and Broadway Housing Communities within the uptown community and more broadly throughout New York City. This full-time position reports to the Director of Development and External Communications, and is in charge of increasing the organization’s visibility and engaging and growing SHCMAS audiences. He/she oversees production of collateral materials and messaging for each organization and its programs; develops printed and digital materials, including press releases, social media posts, website content, and other printed and digital materials, as appropriate. He/she is responsible for overseeing and managing external design and PR consultants, and should have demonstrable expertise in creating and distributing promotional pieces; and ensuring website information is up to date. The Marketing Manager also collaborates with additional programming staff in the creation and dissemination of marketing materials that serve funders, supporters and members, including appeals and membership drives. The Marketing Manager will also represent the SHCMAS and BHC at community events, as needed, and coordinates outreach to the local community in collaboration with the programming and community engagement staff.

RESPONSIBILITIES:
• Gain deep knowledge about BHC’s and the SHCMAS’ history, mission and programs through ongoing communications with leadership and program staff to ensure consistent messaging on all promotional platforms.
• Create and disseminate press releases, media kits, and announcements.
• Pitch media stories to generate media interest and coverage of BHC and the SHCMAS; field media queries; schedule and manage press showings, interviews and tapings.
• Ensure weekly and monthly listings of SHCMAS exhibitions and programs, and community gallery programs in print and online media locally and Citywide.
• Write and edit editorial content.
• Maintain accurate log of all media coverage, secure copies of all articles and listings as well as video and audio recordings.
• Engage the public through BHC’s and the SHCMAS’ social media accounts; create and monitor social media strategies using analytical tools to maximize engagement; be a responsive voice for the SHCMAS on social media conversations.
• Create promotional materials such as flyers and e-blasts for exhibitions, programs, and special events.
Collaborate with the Operations and Visitor Services teams to ensure timely and thorough distribution of flyers and e-blasts through the SHCMAS’ mailing list and community outreach as well as with the Public Programs & Community Engagement Manager and the Director of Housing at BHC regarding cultural programming at the community galleries and tenant services and events.

Maintain the websites’ calendar, ensure accuracy of information, and promote upcoming events.

Collaborate with consultants such as video production teams, photographers, graphic designers, influencers and bloggers, as appropriate.

Represent the organization and participate in tourism outreach initiatives.

Occasional weekend and evening hours are required.

QUALIFICATIONS/REQUIREMENTS:

Four to six years of increasing responsibility in a marketing, communications or PR role, preferably in not-for-profit organizations. Preference given to individuals with experience working in museums, cultural, educational and/or social justice organizations.

Bachelor’s degree required

Demonstrable experience with marketing, PR and design production process management from conceptualization through to execution.

Experience managing outside marketing consulting resources preferred.

Deep familiarity with social media and best practices, including how to maximize social media engagement.

Excellent writing and communication skills, comfortable at public speaking, and strong sense of graphic design.

Attention to detail and commitment to producing high quality work and materials.

Experience with establishing and overseeing process of distribution of print materials to wide range of community-based organizations and institutions.

Self-motivated individual with experience in fast-paced work environments.

Strong team player, with an ability to engage with diverse staff to gather and consolidate necessary programmatic information in a timely fashion.

Experience with Squarespace, Mail Chimp design tools such as Adobe Creative Suite or Canva, and Microsoft Office.

Fluency in Spanish a plus.

APPLICATION:

To apply for this position, please email your resume, cover letter and two professional writing samples, with salary requirements, to resumes@bhc.org. Applicant review will continue until the position is filled. Please indicate your last name and "Marketing Manager" in the subject line. No phone calls, please. Only qualified candidates will be contacted for an interview. Salary commensurate with experience. We offer a comprehensive benefits package, including health, dental, vision, 403(b) retirement plan and paid time off.

BHC/SHCMAS is an equal opportunity employer.