

## **ASSISTANT MARKETING MANAGER (REMOTE)**

### **OVERVIEW**

The Fisher Center at Bard seeks an Assistant Marketing Manager to develop, implement, and report on digital strategies that promote Fisher Center performing arts programming and support revenue and audience engagement goals.

Candidates must be energetic, passionate about the arts, curious, and display excellent technical, written, and visual communication skills.

As part of the team that develops and coordinates marketing materials and digital content for the Fisher Center, the Assistant Marketing Manager must demonstrate a strong interest in and understanding of the Center's mission to present innovative, performing arts productions, as well as a working knowledge of such key genres as classical music, opera, theater, and dance, and the skill sets required to effectively promote these productions.

The Assistant Marketing Manager reports to the Marketing Manager and works closely with the Director of Marketing & Audience Services, other Fisher Center staff members, and internal and external partners.

### **RESPONSIBILITIES**

Duties include, but are not limited to:

#### **SOCIAL MEDIA**

- Collaborate with the marketing team to develop, implement, and measure an overall social media content and communications strategy to support sales and marketing efforts.
- Manage Fisher Center's social media profiles and presence (Facebook, Instagram, Twitter, YouTube, Vimeo, Spotify); draft content and schedule approved posts daily.
- Identify target audiences and digital outreach opportunities for upcoming events. Use data to inform strategies for audience engagement and revenue goals.

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- Implement and optimize digital campaigns across relevant platforms, including Google Ads, Facebook, and Instagram. Report on digital performance and advertising results. Liaise with external marketing consultants on paid social campaigns.

## **CONTENT CREATION**

- Conduct research on Fisher Center artists and programming; draft copy as needed for various platforms and uses
- Produce promotional and institutional video content, photography, and graphics.
- Work closely with internal stakeholders to identify opportunities to capture institutional content and develop creative campaigns for social media channels.
- Develop knowledge of Fisher Center institutional brand guidelines, including color palette, fonts, logos, and style. Provide support to internal stakeholders and colleagues regarding brand guidelines.
- Coordinate photo and video documentation for Theater & Performance (T&P) program, Dance program, and Fisher Center productions.
- Manage post-performance archival photo and video documentation organization.
- Design posters and programs for Theater & Performance program, Dance program.

## **EMAIL CAMPAIGNS**

- Assist with weekly and special email marketing campaigns.

## **WEBSITE**

- Assist with content management and CMS population
- Assist with daily site updates and archival projects

## **COMMUNITY OUTREACH & PROMOTIONS**

- Manage the Passloff Pass program—the Fisher Center’s discounted student ticket outreach initiative designed to grow student attendance
- Conduct outreach to campus and local community partners, including ticket offers and artist workshops.
- Community outreach – ticket offers, workshops, documentation

## **COMPANY-WIDE RESPONSIBILITIES**

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- The Fisher Center is currently undergoing an organization-wide process of change toward becoming an anti-racist, multicultural institution. All on staff are expected to:
  - Commit to anti-racism and inclusivity at the Fisher Center. This includes participating in any trainings when scheduled, supporting departmental, company-wide, and cross-departmental collaboration in issues of diversity, equity, and inclusion, and furthering your own independent journey with anti-racism
  - Contribute in meaningful ways to the organizational culture

## QUALIFICATIONS

Ideal candidates possess the following qualities:

- At least two years of professional experience working in digital marketing/communications; experience in arts marketing is highly desirable. A degree in a relevant field is preferred, but not required.
- Must be tech-literate, possess design abilities, and up to speed on latest digital marketing and communication strategies and trends; fluent in relevant software programs, including Photoshop, MS Office, Excel, Google Suite, and video editing software (e.g. iMovie, Final Cut Pro); email marketing and database software.
- Must be able to work well with a wide range of constituencies in a fast-paced environment, handling multiple tasks and deadlines
- Excellent organization skills, communication skills, and superior attention to detail
- Collaborative with other team members, while also being able to work independently on particular projects and tasks.
- Ability to remain flexible in planning, particularly as logistics and plans develop
- Creative thinker and solution finder, particularly in helping solve logistical problems
- Welcoming demeanor and positive attitude
- Ability to collect, sort, analyze, and interpret data points to inform fundraising initiatives.
- Must be able to work some evenings and weekends for special events, as discussed and planned.

*While the Fisher Center is located in New York's Hudson Valley, candidates can be based anywhere within the U.S. and perform the duties of this role remotely. However, you will be expected to be available during the Fisher Center's regular business hours and on a set schedule to be determined in conversation with the Marketing Manager. Candidates must have the ability to travel (as federal, state, and College protocols allow) to the Fisher Center, with all*

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*travel and lodging expenses covered by the Fisher Center, a few times per year.*

## **LOCATION**

Bard's beautiful 1,000-acre campus is situated on the east bank of the Hudson River, in Annandale-on Hudson, New York. Community life is defined by numerous cultural and recreational opportunities in the surrounding historic Hudson River Valley and by proximity to New York City. Nearby towns and villages include Rhinebeck, Tivoli, and Red Hook, New York.

## **TO APPLY**

This is an hourly, non-exempt position, approximately 30-40 hours per week, compensated at a rate range of \$17.50–21, depending on experience level.

Complete the application form here: [https://formfaca.de/sm/RwOTkk3\\_I](https://formfaca.de/sm/RwOTkk3_I).

Applications for this position will be reviewed on a rolling basis.

For any questions or issues with the application form, please contact [fcjobs@bard.edu](mailto:fcjobs@bard.edu).

*Bard College is an equal opportunity employer and we welcome applications from those who contribute to our diversity. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, mental, or physical disability, age, sexual orientation, gender identity, national origin, familial status, veteran status, or genetic information. Bard is committed to providing access, equal opportunity, and reasonable accommodation for all individuals in employment practices, services, programs, and activities.*

## **ABOUT THE FISHER CENTER**

The Fisher Center develops, produces, and presents performing arts across disciplines through new productions and context-rich programs that challenge and inspire. As a premier professional performing arts center and a hub for research and education, the Fisher Center supports artists, students, and audiences in the development and examination of artistic ideas, offering perspectives from the past and present, as well as visions of the future. The Fisher Center demonstrates Bard's commitment to the performing arts as a cultural and educational necessity. Home is the Fisher Center for the Performing Arts, designed by Frank Gehry and located on the campus of Bard College in New York's Hudson Valley. The Fisher Center offers

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outstanding programs to many communities, including the students and faculty of Bard College, and audiences in the Hudson Valley, New York City, across the country, and around the world. Building on a 159-year history as a competitive and innovative undergraduate institution, Bard is committed to enriching culture, public life, and democratic discourse by training tomorrow's thought leaders.

Learn more about the Fisher Center, its programs, and values here:

<https://fishercenter.bard.edu/about/>.

## **ABOUT BARD COLLEGE**

Founded in 1860, Bard College is a four-year residential college of the liberal arts and sciences located 90 miles north of New York City. With the addition of the Montgomery Place estate, Bard's campus consists of nearly 1000 park-like acres in the Hudson River Valley. It offers bachelor of arts, bachelor of science, and bachelor of music degrees, with majors in nearly 40 academic programs; graduate degrees in 11 programs; nine early colleges; and numerous dual-degree programs nationally and internationally. Building on its 161-year history as a competitive and innovative undergraduate institution, Bard College has expanded its mission as a private institution acting in the public interest across the country and around the world to meet broader student needs and increase access to liberal education. The undergraduate program at our main campus in upstate New York has a reputation for scholarly excellence, a focus on the arts, and civic engagement. Bard is committed to enriching culture, public life, and democratic discourse by training tomorrow's thought leaders. For more information about Bard College, visit <https://bard.edu>.