

JOB POSTING: MARKETING & COMMUNICATIONS MANAGER

**Broadway Housing Communities / Sugar Hill Children's Museum of Art & Storytelling,
New York, NY**

POSTED: June 2018



Founded in 1983, Broadway Housing Communities (BHC) is committed to addressing the challenges of poverty and homelessness for adults, children, families and communities in Upper Manhattan. BHC has developed seven buildings that provide housing and other services for people living in deep poverty; operates an award-winning early childhood center; and provides opportunities for tenants and the wider community to engage with the cultural arts. The recently completed Sugar Hill Project, located in the Sugar Hill National Historic District, includes 124 units of permanent, affordable housing; an early childhood center; the SHCMAS; and other community facilities.



Open since October 2015, the Sugar Hill Children's Museum of Art & Storytelling (SHCMAS) is the cultural capstone of BHC's Sugar Hill development at the intersection of the African-American community of Harlem and the Latino community of Washington Heights. SHCMAS provides children with opportunities to discover, engage with and appreciate important works of art as they strengthen their own cognitive and creative development. SHCMAS programs developed for three- to eight-year-olds and their families feature exhibitions ranging from single-artist presentations to thematic surveys and commissioned artist projects; intensive hands-on art education programs; storytelling series; and other family programs.

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 Chief Development Officer, and is in charge of increasing the organization's visibility and engaging and growing SHCMAS visitorship. He/she produces 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 pitching stories to print and online media; 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 programming 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 e 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 Visitor Experience and Retail Services Manager to ensure timely and thorough distribution of flyers and e-blasts through the SHCMAS' mailing list and community outreach as well as with the Director of Community Engagement and 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 photographers, graphic designers, influencers and bloggers, as appropriate.
- Represent the organization and participate in their tourism outreach initiatives
- Occasional weekend and evening hours are required.

QUALIFICATIONS/REQUIREMENTS:

- Four to six years of marketing and communications experience, preferably in not-for-profit organizations. Preference given to individuals with experience working in museums, cultural, educational and/or social justice organizations.
- Demonstrable professional relationships with print and online media, in particular, outlets in Uptown Manhattan and the Bronx as well as outlets targeting families Citywide.
- 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, Constant Contact 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.