



Public Art Fund (PAF), New York's leading presenter of contemporary art projects in public spaces, seeks a **Marketing Producer** with a specialization in visual arts to join its Communications Department.

The **Marketing Producer's** primary role is to support marketing, design and digital efforts for the organization. They work closely with colleagues across departments to assist in the development of e-communications, audience engagement, project signage & collateral, and graphic identities. Additionally, they maintain all updates on PublicArtFund.org and PAF's presence on the Bloomberg Connects app. Reporting to the Design Director, this position also works closely with the Communications Director and Digital Media Manager.

PRIMARY RESPONSIBILITIES

Marketing & Design

- Together with the Design Director, ensure adherence to PAF brand standards for external presentations and distributed materials
- Create digital assets for website, e-newsletters, and social media
- Oversee and disseminate external email communications including monthly e-newsletter, development emails, special announcements, media releases; monitor email campaigns
- Manage production, delivery, and realization of exhibition graphic identities and on-site signage

Digital & UX

- Utilizing PAF's custom CMS, make regular programmatic and administrative updates to PublicArtFund.org; analyze website traffic and data trends
- Collaborate with Design Director to create landing pages and optimize user experience
- Manage PAF's presence on the Bloomberg Connects app, including regularly updating exhibition content and managing the brand presence
- Support the creation and data migration of new CRM software; customize organization's audience engagement strategies

Administration

- Coordinate installation photography for all exhibitions; ensure that photography and copyright agreements are in place for use
- Develop weekly/monthly analytics reports across all platforms (social media, Mailchimp, ad campaigns) and together with the Digital Media Manager synthesize response to specific digital campaigns
- Maintain departmental workflows through project management software; develop inter-departmental processes for milestones and approvals

QUALIFICATIONS

- Minimum of three (3) years relevant professional experience in design and/or digital marketing
- An interest in and knowledge of contemporary art and the art world
- Excellent communications skills, both written and verbal; impeccable attention to detail
- Strong organizational skills with ability to handle multiple projects and timelines simultaneously

- A motivated self-starter who collaborates well across departments internally and with vendors externally
- Knowledge of marketing funnels, automation, reporting and analytics
- Competency with Basecamp (or other project management software), Microsoft Word Office; G-Suite; Mailchimp; Adobe Acrobat Pro, Adobe Creative Suite, and Wordpress. CRM experience (such as Salesforce, NXT, Tessitura, HubSpot) strongly preferred but not required.

Please email cover letter and résumé (plus portfolio link if available) as attachments to humanresources@publicartfund.org. Indicate the job title "**Marketing Producer - 2024**" in the subject line.

The Marketing Producer is a full-time exempt position. Public Art Fund requires all staff members to be fully vaccinated with an FDA authorized and/or approved COVID-19 vaccine as a condition of employment. Requests for reasonable accommodations for medical, religious, or other reasons will be considered in accordance with applicable law.

Work is primarily performed in an office environment, on a hybrid schedule. Hours outside of the scheduled work times are an occasional requirement of the position. Salary is \$65,000 - \$70,000 per year and employment package includes medical, dental and vision insurance, generous paid time off, as well as other ancillary benefits.

Public Art Fund is an Equal Opportunity Employer. We believe that art has the power to spur conversation among people of different perspectives, to open hearts and minds, and to help shape the face and future of our country. A diverse workplace filled with people of different backgrounds reflects our organizational values and is vital to delivering on our mission.