



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

The **Digital Media Manager's** primary role is to lead the organization's digital content and social media presence. They work closely with colleagues across departments to develop creative digital campaigns, produce new online visual content, and maintain a dynamic and engaging social media presence across a range of channels. Reporting to the Communications Director, this position also works closely with the Director of Design & Creative Strategy, Marketing Producer, Development Associate, and Projects and Curatorial teams.

As Public Art Fund approaches its 50th anniversary in 2027, this role will be a critical bridge between the public and the organization, celebrating the impact and history of public art in New York City and beyond.

PRIMARY RESPONSIBILITIES

Social Media

- o Design, build and maintain PAF's social media presence across channels
- o Plan and develop project-specific social media campaigns
- o Craft and create compelling image and video content that engages and grows PAF's online community
- o Monitor and communicate with PAF's audience and online community across all channels
- o Authentically embody PAF's voice and express its values and mission in all communications
- o Utilize strong analytical ability to evaluate audience touch points
- o Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- o Connect with creators, influencers, and partners to amplify PAF's presence on social channels
- o Develop understanding of PAF archives and historical projects to connect the organization's 50 year history to the current moment

Video & Audio Content

- o Develop a compelling vision and strategy for online video and audio content in collaboration with colleagues in Communications and Curatorial Departments
- o Contract and manage projects, timelines, and expectations with external vendors on project-specific and organizational video and audio content, including for website, social media channels, and Bloomberg Connects
- o Act as primary liaison among internal and external stakeholders (artists, galleries, site partners, and staff) to ensure successful video campaigns

General

- o Serve as an ambassador for the organization at events and through digital channels
- o Support budget management on social media, video & audio content, and paid advertising
- o Manage relationship with digital advertising agency to oversee Google Grant/Ads and paid Meta social campaigns

- o Together with the Marketing Producer, measure and report performance of digital marketing campaigns, and assess against goals (ROI and KPIs)
- o Identify trends and insights, and optimize spend and performance based on the insights
- o Brainstorm new and creative digital growth strategies
- o Together with the Director of Design & Creative Strategy, ensure adherence to PAF brand standards for social media, videos, and other multimedia materials
- o Support maintenance of departmental records in Salesforce database
- o Perform other job-related duties as assigned

QUALIFICATIONS

- Minimum of five years relevant professional experience in communications and/or digital marketing & advertising
- Experience managing social media accounts for an organization or business, including fluency with Instagram, X/Twitter, Facebook, TikTok, Vimeo, and LinkedIn as well as social media management and content creation tools like Sprout Social, Meta Ads Manager, CapCut
- An interest in and knowledge of contemporary art and the art world
- Excellent communications skills, both written and verbal; strong writing and editing abilities
- Impeccable attention to detail
- Strong organizational skills with ability to handle multiple projects and timelines simultaneously
- Competency with Adobe Creative Suite, Microsoft Office, and Google Workspace

Please email cover letter and résumé as attachments to humanresources@publicartfund.org. Indicate the job title “**Digital Media Manager - 2026**” in the subject line.

The **Digital Media Manager** is a full-time exempt position. 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 **\$70,000 - \$74,200** 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.