



## POSITION DESCRIPTION

**JOB TITLE: Manager, Digital & Editorial Content**

**GRADE/STATUS: Non-Exempt**

**REPORTS TO: Director, Digital & Editorial Content**

Creative Capital is looking for a creative, tech-savvy, and resourceful storyteller to take our brand to the next level! We are a small organization at a pivotal moment of growth and change, and the Manager, Digital & Editorial Content will be a key player in telling our story and reaching new audiences of supporters, artists, and the arts industry at large. You will conceptualize and deliver highly engaging digital content across our marketing channels, and think outside the box to grow our audiences.

The Manager, Digital & Editorial Content reports to the Director, Digital & Editorial Content, within the Editorial Department. Our ideal candidate will have 3+ years of experience working at an arts organization.

You are energized by:

- Supporting artists and telling their stories; Creative Capital has funded the work of groundbreaking artists since 1999, including visionaries such as Simone Leigh, Theaster Gates, Laura Poitras, Nick Cave, Eileen Myles, and many more
- Art and artists working in many disciplines; we fund artists working in performing arts, theater, dance, jazz + music, visual arts, technology, literature, multidisciplinary, and socially engaged projects
- Digital storytelling across mediums: social media, email, web, video, and beyond
- The opportunity to try new things, innovate, and collaborate on dynamic digital campaigns
- Being a public-facing personality, including attending art events on behalf of Creative Capital (sometimes at night or on weekends) and capturing high-quality smartphone videos and interviews

What impact you can make at Creative Capital:

- Amplify artists' voices through the creation of engaging social media content
- Manage and grow our active online community of artists and supporters
- Design and send click-worthy email communications
- Write engaging articles about premieres, artists, and news for Creative Capital's blog
- Reach new audiences using traditional marketing tools such as strategic ad campaigns, as well as new strategies such as influencer marketing
- Convert digital marketing strategy into actionable campaign deliverables, and summarize outcomes into accessible, visualized reports
- Execute website content updates, ensuring strong images, catchy text, and easy-to-navigate design



- Design graphic assets that communicate the energy and excitement of the projects we fund
- Translate digital stories and branding to print and physical assets, including event swag and our Annual Impact Report

Position requirements:

- A great attitude: you are a self-starter, show thorough attention to detail, are a problem-solver, and bring positive energy and enthusiasm to the team
- Hands-on experience managing social media channels for a brand, and using analytics and marketing tools to strategize, execute, and measure the performance of campaigns
- Proven track record of significantly growing digital audience
- Software experience: CMS content entry (such as Wordpress), Email (such as Mailchimp), Adobe Creative Suite, Google Analytics, Meta advertising, and basic HTML required; Salesforce, and video editing experience a plus
- Interest to attend events on some nights and weekends, and availability to assist with our blowout artist gathering and celebration: the Creative Capital Carnival, on June 22, 2023
- Education requirements: Bachelor's Degree

The position is full-time, non-exempt and non-union (40 hours/week with ability to do occasional special events or evening work outside of M–F 10:00 AM–6:00 PM). Ideally, candidates are based in New York City. Includes generous paid time off and benefits.

Creative Capital will be offering a salary of \$65,000–\$85,000 for this position, commensurate with experience, along with excellent medical, dental, life, disability, and 401K plan. Our staff also has generous vacation, sick leave, and personal days, and a collegial and collaborative work environment.

## **ABOUT CREATIVE CAPITAL**

Creative Capital is a nonprofit organization whose mission is to fund artists in the creation of groundbreaking new work, to amplify the impact of their work, and to foster sustainable artistic careers. Founded in 1999, Creative Capital pioneered a transformative grant-making model that marries direct funding to individual artists with infrastructure and scaffolding support. Our pioneering efforts have impacted not just artists, but the arts ecosystem as a whole. The Creative Capital model of philanthropy has inspired countless other nonprofits investing in the long-term, sustainable careers of artists. More than 75% of our recent awardees are Black, Indigenous, Latinx, Asian, or artists of color representing a wide range of age groups, artistic disciplines, and regions. Our awardees have received prestigious honors and other accolades, including: 127 Guggenheim Fellowships, 19 MacArthur “Genius” Fellowships, 3 Academy Awards and 13 nominations, and 1 Booker Prize. [www.creative-capital.org](http://www.creative-capital.org)

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and



to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.