



**CENTER FOR
CONTEMPORARY
PERFORMANCE**

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1999–2019

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Director

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Marketing Manager

PS21 : Center for Contemporary Performance *September 2026*

About PS21

PS21 is a contemporary performing arts organization on a 100-acre campus in Chatham, NY. We present interdisciplinary performances from around the world, new works created on our grounds, site-specific productions, and more—with an emphasis on community, access, and affordable tickets. Our winter festival (*The Dark*) and summer season anchor a year-round program of performances and artist residencies that draws regional, national, and international audiences and press attention.

Position Summary

The Marketing Manager owns PS21's marketing function day to day: ticket sales, event promotion, campaigns, digital presence, and audience data. Working with the Director of External Affairs (DEA) on strategy, brand, positioning, and press, and supporting donor communications, this role drives revenue and builds PS21's reputation as a leading cultural destination.

This is an exciting role for a creative thinker to help drive the public face of a rapidly growing organization.

Reports to: Director of External Affairs

Collaborates closely with: Artistic & Executive Director, Digital & Web Coordinator (part-time), Programming team, Development team, Board-led marketing committee

Key Responsibilities

Strategy

- In collaboration with the Director of External Affairs and the marketing committee, set, execute, and evaluate annual marketing strategy, including positioning, pricing, and campaign planning against ticket sales and revenue goals.
- Execute PS21's brand positioning, ensuring consistent voice and visual identity across every platform.
- Track the competitive and cultural landscape to keep PS21 differentiated regionally and nationally.
- Build and lead the audience journey and engagement strategy across *The Dark*, the summer season, and year-round programming.
- Manage the marketing budget, including paid media allocation.
- Alongside DEA, manage contracted design agencies; contribute to hiring decisions for the department.

Campaigns & Brand

- Alongside DEA, manage seasonal campaign development and execution — winter festival, summer season, residencies, and fundraising events — from concept through post-campaign reporting.
- Implement performance-specific information into established graphic design templates (print and digital) provided by subcontracted design firm
- Design one-off marketing materials and social media graphics
- Oversee budget, strategy, and design for all printed materials (programs, posters, postcards, style guide) and coordinate distribution scheduling.

Digital & Content

- Own website strategy and content direction; day-to-day build-out and event updates will be supported by a Digital & Web Coordinator.
- With support from Director of External Affairs, write event copy for PS21 website and ticketing pages
- Own PS21's social media strategy and presence including daily engagement on Instagram (posting, re-sharing, commenting, supporting other local organizations).
- Direct email marketing and newsletter strategy, including segmented & targeted outreach; build out and write copy for email blasts.
- Partner with artists on promotional content: interviews, cross-promotion, rehearsal footage, behind-the-scenes material.
- Direct event photo/video coverage and maintain an organized content archive.
- Monitor and report on digital engagement analytics, translating data into strategy adjustments.
- Plan and execute paid advertising across social, print, and digital channels

Audience Development & Data

- With support from DEA, own ticket sales strategy and results including box office systems and audience experience, with a strategic and creative eye towards show-by-show ticket sales strategies (Digital & Web Coordinator will manage day-to-day ticketing systems management).

- Lead group sales and partnership development; support PS21's Community Producer on community partnerships.
- Maintain and grow PS21's audience database as a strategic asset for targeting and retention.
- Generate audience and marketing reporting for funders, leadership, and board; partner with the DEA and board on survey and data-collection strategy.

Press & Communications

- Alongside DEA, assist with press strategy and relationships, and managing contracted PR team
- Build and maintain the press contact database and assist with pitch development.
- Coordinate media/reviewer access for performances and interviews.
- Support donor-facing communications in partnership with the development team

Cross-Departmental

- Gather and organize marketing collateral from artist/company managers.
- Oversee PS21 merchandise, including budget, development, and sales.
- Coordinate print collateral distribution with the Volunteer Coordinator and other staff.

Qualifications

- 3+ years of marketing experience, ideally with at least 2 in a strategy-owning role; performing arts, live events, or cultural nonprofit experience strongly preferred.
- Demonstrated experience setting and hitting revenue/audience goals through integrated campaigns.
- Working knowledge of CRM/ticketing platforms, email marketing tools (e.g., Mailchimp), and design tools (Adobe Creative Suite).
- Graphic design skills sufficient to produce polished marketing materials.
- Strong project management skills and comfort managing multiple concurrent campaigns and deadlines.
- Excellent writing and editing skills; experience executing brand voice and messaging guidelines.
- Experience managing agencies, contractors, or junior/part-time staff.

The Ideal Candidate

- Thinks outside of the box, bringing fresh campaign ideas rather than defaulting to what's been done
- Is genuinely interested in the performing arts and wants that enthusiasm to show in the work
- Is excited to be a part of an organization that is growing rapidly
- Is a natural collaborator who works well across a small, close-knit team

Schedule & Location

Full-time, 40 hours/week, five days per week on-site at PS21's Chatham campus, with possible hybrid flexibility. Evening and weekend work required during peak performance periods (winter festival, summer season).

Compensation

\$70,000–\$75,000 annually, commensurate with experience, paid bi-weekly. Subject to standard federal/state deductions and periodic performance review.

Benefits

- 20 days PTO per year (accrues pro-rata), inclusive of NY State mandatory paid sick leave
- Health insurance — 100% of premiums covered for employees and family
- NYS Workers' Compensation, Disability, and Paid Family Leave
- Federal holiday pay

Full accrual and leave policy details provided in the employee handbook.

To Apply

Email a cover letter and CV to info@ps21chatham.org with the subject line “Marketing Manager — [your name]”.

PS21 is an Equal Opportunity Employer and does not discriminate on the basis of age, immigration or citizenship status, color, disability, ethnicity, gender, gender identity, marital and partnership status, national origin, race, religion, sexual orientation, veteran or active military service member or any other characteristic protected by federal, state, or local laws in its employment policies.