

The New York Philharmonic seeks an **Assistant Director, Advertising and Promotions** to guide all advertising and promotional campaign plans and spends for both subscription and single ticket marketing across all marketing channels —both traditional and digital.

Responsibilities include but not limited to:

- Develop, lead, and manage marketing direct reports.
- Oversee advertising campaigns including target audience, messaging, campaign calendars, and optimization.
- Oversee partner promotions and grassroots strategies to build audiences and drive ticket revenue.
- Collaborate with Marketing, Communications, Media, and Digital groups on content execution and strategy.
- Work directly with Design Services, Marketing, and Digital on campaign asset creation and review.
- Work with senior Marketing staff on discount and packaging ticket strategies.
- Prepare for and negotiate advertising and media partner contracts with head of Marketing.
- Manage day-to-day of advertising agency.
- Assist with annual advertising budget creation.
- Review all advertising copy, visuals, and edit scripts, audio and video, and other promotional materials.
- Measure promotion effectiveness and optimize as needed.
- Work closely with the Communications team on messaging and alignment.
- Miscellaneous duties as required.

The ideal candidate will have a Bachelor's degree and a minimum of 5 years' experience in advertising/marketing promotions required with 2 years demonstrated leadership and direct supervision of staff.

This candidate will have proven success or experience with campaign management and analysis; digital marketing, including social media and content; media contracting; building and maintaining external relationships and partnerships; audience development. The candidate should be a creative thinker with exceptional writing and copy-editing skills, with the ability to work effectively and strategically in an incredibly fast-paced environment.

Previous experience working within the entertainment or performing arts sector desired; agency experience a plus. Must possess excellent interpersonal communication skills with the ability to motivate and influence others.

Please submit a resume and a cover letter along with your salary expectations to resumes@nyphil.org.