

# PUBLIC FELLOWS PROGRAM

<b>Job Title:</b>	Marketing Manager
<b>Organization:</b>	The Moth
<b>Location:</b>	New York, NY
<b>Stipend:</b>	\$67,500 with health insurance for the fellow
<b>Start Date:</b>	August 1 or September 1, 2017

## ORGANIZATION DESCRIPTION

The Moth is an acclaimed not-for-profit organization that seeks to honor the diversity and commonality of human experience through the art and craft of storytelling. Since our creation in 1997, The Moth has presented more than 23,000 true and first person stories, told live and without notes, by people from all walks of life to audiences worldwide. The Moth shares stories in curated live shows and open-mic SLAMs in 26 cities around the world; teaches the craft of storytelling to New York City high school students and people from communities underrepresented in public media in our Education and Community Programs; and is heard by millions through its Peabody Award-winning radio show and popular free weekly podcast. Please visit us at [themoth.org](http://themoth.org).

## POSITION DESCRIPTION

The Marketing Manager will be responsible for developing and executing all aspects of The Moth's marketing plan.

The Moth is an immensely popular organization, with approximately 20,000 audience members attending more than 500 live shows in 2016 alone; 1.5 million listeners per week to its podcast and public radio show; and a social media following of 270,000 people. As the organization continues to expand, the Marketing Manager will be instrumental in helping tell The Moth's own story in a clear, compelling, and consistent manner. The new position will coordinate messaging across the organization and develop and execute marketing strategies to take advantage of, further, and better serve these audiences.

Key duties and responsibilities:

- Play a key role in developing and executing The Moth's marketing strategy.
- Coordinate, with other staff members and vendors, including graphic designers and public relations consultants, all external communications across email, direct mail, and digital platforms.
- Design and deliver, in collaboration with all The Moth's departments (Development, Production, Education, Community, Media, Executive), specific marketing campaigns for shows, fundraising, galas, and other programming.
- Organize and analyze survey and other data-gathering tools to better understand The Moth's patrons, supporters, and audiences.
- Develop strategies and processes to improve messaging and better meet the needs of patrons, supporters, and audiences.

- Design marketing strategies to grow The Moth’s audiences among, and better serve, geographic, socio-economic, and racial populations that have traditionally been under-served by performing arts organizations.
- Ensure consistent messaging across the organization.
- Work alongside internal stakeholders, including executive staff, and external partners, including graphic designers, to create a cohesive, compelling brand design for the organization.

## QUALIFICATIONS

- PhD in the humanities or humanistic social sciences;
- Expertise in strategic planning and analytical thinking;
- Strong written and verbal communication skills;
- Ability to work both independently and collaboratively with internal departments as well as external partners and stakeholders;
- Strong project management skills;
- Excellent interpersonal skills, ability to work under pressure, and ease with people from different cultural and educational backgrounds;
- Passion for the arts; and
- Ability to work occasional weekends and evenings.

## APPLICATIONS

- Information on the Mellon/ACLS Public Fellows Program: [www.acls.org/programs/publicfellows](http://www.acls.org/programs/publicfellows)
- All applications must be submitted through the ACLS Online Fellowship Application System ([ofa.acls.org](http://ofa.acls.org))
- Application deadline: March 22, 2017, 8 p.m. Eastern Daylight Time

This position is *only* available through the Mellon/ACLS Public Fellows program.  
You may *not* contact the host institution to inquire about this position.