

POSITION ANNOUNCEMENT:



BRAND DIRECTOR

POST DATE: July 30, 2025

STATUS: *Full-time permanent, exempt*

SALARY: \$82,500 - \$85,500 annually, paid bi-weekly

Ars Nova seeks a momentum builder, outside-the-box thinker, and leader to join us as Brand Director. The Brand Director serves as a key member of the theater's management team, helping shape Ars Nova's next chapter and driving big picture brand positioning, audience development and public communications strategy, alongside efforts to meet the organization's sales goals for Off-Broadway productions and artist discovery/development programming and events.

The Brand Director leads Ars Nova's marketing and communications efforts with intentionality to reach digitally native audiences and connect them with cutting-edge work from early-career artists. They will take from what is still working from the traditional theater marketing playbook and boldly build beyond it, developing new media and content strategies that respond to contemporary audience behaviors and create a dynamic brand-building toolkit for a new era of mass communication. Through bold storytelling, strategic outreach, and community-building, the Director deepens engagement and transforms the Ars Nova curious into first-time attendees, and eventually into lifelong supporters.

The role will report to the Managing Director and will oversee a part-time Marketing Assistant/Content Creator, and any freelance/contracted support engaged to support team goals including publicists, graphic designers, etc. The position will also collaborate closely with the Co-Artistic Directors to ensure cohesion between the art on our stages and how it is publicly positioned to support both the institution and creators.

ABOUT ARS NOVA

Ars Nova exists to discover, develop and launch singular theater, comedy and music artists who are in the early stages of their careers. We are the stomping ground and launching pad for visionary and adventurous artists to create new work. We strive to build the next generation of audiences for live entertainment by prioritizing a zeitgeist-forward aesthetic and marrying it with accessible ticket prices. We are committed to creating a collaborative and innovative environment that champions diverse voices and groundbreaking new work.

Some of our recent highly recognized work includes: the NY Times', NYMag, and New Yorker "Best of 2022" *Oratorio for Living Things*; the Lortel Award-winning "Outstanding Musicals" (*pray*), *Rags Parkland Sings the Songs of the Future* and *KPOP*, which transferred to Broadway in 2022; and the Tony Award-winning smash-hit *Natasha, Pierre & The Great Comet of 1812*.

Ars Nova recognizes both that it is a predominantly white institution and that our institutional practices have historically led to the exclusion of people of the Global Majority from our team. We are actively working to become a more diverse, anti-racist, inclusive organization. We hope candidates of the Global Majority will accept our invitation to apply.

KEY PURPOSE OF POSITION AND GOALS

The Brand Director acts as the CEO of Ars Nova's brand identity, communications, and sales strategy, and is directly responsible for our marketing, public relations, ticket sales, social media presence and audience engagement and acquisition.

Specifically, you will:

- **Elevate the Ars Nova brand** within the conscious mind of our city and our industry, and ensure that it is always reaching the next generation of New Yorkers;
 - **Create and implement an institutional marketing and communications plan** in support of Ars Nova's strategic goals;
 - **Lead the creation of a comprehensive audience development plan to grow and diversify our audiences** and build brand loyalty as a trusted arbiter of what's next;
 - **Drive sales strategy** for Off-Broadway productions in ways that align with Ars Nova's creative values, connecting our artists with the audiences they are making work for;
 - **Cultivate a risk-taking work environment that enables innovation** and growth in new technology and marketing practices;
 - **Ensure Ars Nova's marketing and communications reflect our commitment to equity, inclusion, and representation**, both in voice and audience engagement, all while fostering an inclusive environment for artists and audiences alike;
 - **Serve as a member of Ars Nova's collaborative leadership team**, guiding initiatives, building consensus and harnessing the expertise of constituents across the organization.
-

SPECIFIC RESPONSIBILITIES AND COMPETENCIES

The responsibilities, competencies and expectations outlined below are representative and may shift as needed to best align with organizational priorities.

- **Developing and executing a consistent articulation of Ars Nova's desired image and position as an industry-leading, high-quality innovator and aspirational destination for artists** throughout the NYC community, the theater world and beyond to all constituents, both internal and external.
- **Strategizing, creating, managing and executing targeted marketing plans** for all programs and initiatives, including:

- Planning, managing and executing market research, media planning, market segmentation, targeting and pricing strategies;
 - Set, track, and analyse revenue projections and other KPIs to drive marketing and sales strategies to maximize revenue;
 - Directing the development of all visual assets and print collateral;
 - Along with outside publicity support, generate ideas to garner both traditional and digital-first media attention for Ars Nova and our artists.
 - **Facilitate the preservation and evolution of Ars Nova's distinct institutional voice** for all communication channels across the organization to promote brand identity and awareness.
 - **Build and manage a strategic, robust social media plan** that goes beyond event promotion to develop ongoing campaigns and original content, reflecting Ars Nova's community, aesthetic, and values.
 - **Oversee Ars Nova's web presence** including website management, email communications to ensure a cohesive and dynamic user-friendly experience.
 - **Develop and oversee integrated digital content strategies** that connect Ars Nova's social media presence with our digital platform, Supra. Collaborate closely with Artistic and Producing teams to find innovative ways these channels can amplify one another, maximizing visibility, community engagement, and audience reach.
 - **Approve all marketing materials** including posters, season brochures, giveaways, digital assets, and fundraising campaign assets, ensuring design and messaging are aligned with Ars Nova's brand and strategic goals.
 - **Drive the content calendar** to maintain consistent, effective messaging across social media, email, and other forms of communication.
 - **Anticipate and proactively address communications and marketing challenges**, both internal and external. Take full ownership to adjust plans, lead problem-solving conversations with colleagues, and ensure timely, high-quality delivery of goals despite setbacks.
-

IDEAL CANDIDATE

ABOUT YOU:

- You have a **passion for theater, for artists of all stripes, and love connecting communities** to each other and to live entertainment;
- You are **relentlessly curious about brand-building, audience development, and the attention economy** in 2025 and beyond—and are driven to innovate and try new things, question the status quo and engage in solution-oriented systems-thinking;
- You are a **collaborative thinker** with a sharp eye for visual storytelling and brand aesthetics, who can lead a creative brainstorm, spot the boldest idea, and guide the right collaborators toward a cohesive vision that builds on Ars Nova's distinct identity.
- You know how to **turn bold ideas into actionable plans**, keeping creative integrity intact while hitting deadlines and goals with a small, nimble team.
- You **optimize human and financial resources in keeping with core values**, and monitor and forecast program income and expenses with well-reasoned accuracy;

- **You share our commitment to anti-racism and creating and maintaining an inclusive environment**, are excited about joining our efforts to make Ars Nova a more just and equitable place to work and make work, and have the ability to interact effectively with people of different cultures and socio-economic backgrounds;
- You **thrive in all-out, go-big-or-go-home environments**, know how to deliver with limited resources, and can move quickly to adjust to changing needs and priorities.

BONUS IF:

- You have **4+ years training and/or experience in brand marketing** for an arts, creative, or forward-thinking organization (not-for-profit experience a plus);
 - Your **aesthetic/taste aligns with our brand**;
 - You demonstrate knowledge of **Adobe Creative Suite** (or similar design software) and **social media platforms**;
 - You have experience with **Asana, or a similar project management software**;
 - You bring a robust **background in writing, editing and creative direction**;
 - You have a **sophisticated understanding of Anti-Racism and Anti-Oppression** principles and practices;
 - You have **experience managing and leading teams** (an interest in mentorship and staff professional development a plus).
-

We know there are candidates who may not have all of the qualifications listed above but possess intuitive knowledge or other transferable skills. If that's you, don't hesitate to apply and tell us about yourself.

AN EXCEPTIONAL OPPORTUNITY:

This is an exempt, full-time position with a starting annual salary range in Level 2 of our Fair Pay Guidelines, between \$82,500 and \$85,500 commensurate with experience. Ars Nova aims to compensate fairly and competitively within the not-for-profit entertainment industry, and on a transparent level salary system within the organization. Our most recent Fair Pay Guidelines are available [HERE](#). Benefits include health, dental and group term life insurance; an open paid time off policy; an opt-in 401(k) retirement savings plan after one year with an employer match up to 3.5%; FSA; vision insurance; long-term disability insurance; additional coverage options including pet insurance; TransitChek plans; and more.

Ars Nova is based in NYC, and this position will require regular onsite, in-person activity (including some evenings, weekends and holidays), so the applicant should intend to reside in the greater NYC area. This position is primarily based out of Ars Nova's building at 511 West 54th Street. Hybrid work is possible to some extent, depending on the type of role and programming schedule and can be discussed during the interview process.

APPLICATION INSTRUCTIONS:

Please submit a resume and a personal statement. Ditch the "cover letter" and speak from the heart about what excites you about this job opportunity. While we ask that resumes be submitted

in written form, we invite applicants to submit their personal statement via a written piece, audio or video recording – whatever form best supports your self-expression.

APPLY HERE:

<https://form.asana.com/?k=3fVSwHZJyU5tm13Fy1rXww&d=75190075101323>

HIRING PROCESS:

Applications will be reviewed on a rolling basis through August 12, 2025. Selected candidates will have a first round video interview with Ars Nova's Managing Director and/or Chief of Staff. Second Round Interviews will be in-person, and will also include one or both of our Co-Artistic Directors. Finalists will meet with a staff panel, and will be asked to complete a project and present their work. References will then be checked and an offer is expected to be made in early September, with a start date soon thereafter.