

Digital Editor

The Museum of the City of New York celebrates and interprets the city, educating the public about its distinctive character, especially its heritage of diversity, opportunity, and perpetual transformation. Founded in 1923 as a private, nonprofit corporation, the Museum connects the past, present, and future of New York City. It serves the people of New York and visitors from around the world through exhibitions, school and public programs, publications, and collections.

The Museum of the City of New York seeks a candidate to oversee content across the Museum's website, email, and print to ensure accuracy, consistent voice, and alignment with marketing goals.

Roles and Responsibilities:

- Direct the Museum's email communication strategy and editorial calendar. Write and edit copy for all newsletters to increase awareness of exhibitions, programs, fundraising campaigns, and the Museum's online shop.
- Build and execute email campaigns in MailChimp. Insert and format text, crop images, upload lists, send tests to stakeholders, make multiple rounds of revisions, and schedule campaigns.
- Identify email acquisition streams and implement strategies to capture new addresses.
- Co-manage day-to-day operations of the Museum's website. Curate homepage content, publish new web pages, including the blog, and liaise with developers to create website enhancements and troubleshoot issues.
- Project manage print projects. Gather assets from stakeholders, distribute proofs for approvals (proofreading, content, credits), and manage numerous iterations of edits.
- And other duties as assigned.

A successful candidate will have:

- 2+ years managing an email marketing program.
- Must be highly organized, deadline oriented, and flexible, with strong project management skills.
- Knowledge of email best practices, deliverability, CAN-SPAM and CASL legislation, and email success metrics.
- Working knowledge of Photoshop.
- Strong ability to handle repetitive, menial tasks with humility.
- Experience working with an email service provider such as Mail Chimp.
- Ability to analyze mail campaigns and make recommendations based on benchmarks and results.
- An effective communicator that successfully collaborates with stakeholders at all levels.
- Familiarity with The Chicago Manual of Style.
- Experience working in a museum or a related sector is desirable.
- Patience and a sense of humor are a must!
- Must be able to work occasional nights and weekends to ensure website is current.

BENEFITS

Excellent benefits package, including a defined benefit pension plan as well as a 401K savings plan.

HOW TO APPLY

Please email your resume and cover letter to the Museum of the City of New York Attention: Human Resources Department to jobs@mcny.org. To be considered, please include **Digital Editor** within the subject line of your email.

The Museum of the City of New York is committed to fostering a collaborative and respectful work environment with a staff as diverse as New York City and the audiences who are curious about learning more about its history and engaging in

contemporary urban issues. Our staff members are dedicated to working towards a common goal: creating the most dynamic and inspiring city museum in the world.

The Museum of the City of New York is an equal opportunity employer. As such, the museum provides equal employment opportunity for all employees and applicants without unlawful discrimination with respect to age, citizenship status, color, creed, disability, ethnicity, gender identification, marital status, military status or veteran, national origin, political association, political/personal convictions, predisposing genetic characteristics, race, religion, sex, sexual orientation, socio-economic status, geographic location, philosophies, or any other classification protected by federal, state or local laws, in all employment decisions, including but not limited to recruitment, hiring, training, compensation, promotion, demotion, transfer, lay-off, and termination, and all other terms and conditions of employment. All employment-related decisions are based solely on relevant criteria including training, experience, and suitability.