



The Watermill Center

a laboratory for the arts and humanities

Artistic Director, Robert Wilson

www.watermillcenter.org

The Watermill Center | Marketing Manager

The Watermill Center seeks a Marketing Manager for the oversight and execution of all marketing and communications strategies around The Watermill Center's mission, programs, events, and fundraising efforts. The Marketing Manager will work across departments to oversee outward-facing communications organization-wide. This can be a part-time or full-time position depending upon candidate experience and availability. Hybrid work arrangements will be considered.

About The Watermill Center

Founded in 1992 by Robert Wilson, The Watermill Center is an interdisciplinary laboratory for the arts and humanities situated on ten acres of Shinnecock ancestral territory on Long Island's East End. With an emphasis on creativity and collaboration, Watermill offers artist residencies and education programs that integrate contemporary artistic practice with resources from the humanities and research from the sciences.

Situated at 39 Watermill Towd Rd, a 20,000-square-foot main facility houses a Study Library, an Art Collection, spaces for rehearsals, performances, and exhibitions, a kitchen with dining areas, and office space. The Artist Residence, at 11 Watermill Towd Road, is a 10,000-square-foot facility with eight private bedrooms, a kitchen, living areas, and an amphitheater. The Art Collection consists of 5,000+ works of art and artifacts, ranging from ancient to contemporary, including numerous museum-quality works from Indonesia, Africa, and Oceania, as well as works by contemporary artists such as Paul Thek, Donald Judd, Bruce Nauman, Robert Mapplethorpe, Agnes Martin, among others.

Responsibilities include, but are not limited to:

Marketing & Communications

- Develop and execute a year-over-year marketing strategy for The Watermill Center, reinforcing its identity as a one-of-a-kind laboratory for the arts and humanities
- Build and implement seasonal and institutional branding initiatives and campaigns reflecting the values and aesthetics of The Watermill Center
- Create and manage an institutional content calendar and marketing/pr schedule
- Identify and build target audiences, both locally and internationally
- Supervise the Content Coordinator in their work on the in-house design of all digital and print materials, as well as social media management, and website maintenance



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- Track the performance of campaigns and initiatives with regular reporting on the success of marketing initiatives
- Work with Programs and Development staff to write and gather copy for all digital and print materials, ensuring a cohesive institutional voice
- Create and manage internal style guides and copy guidelines

Public Relations

- Manage external PR firm, including contract negotiation, relationship management, and clear articulation of institutional goals
- Manage in-house PR efforts in promotion of Watermill's year-round residencies and programming, maintaining relationships with local journalists from key East End publications to maximize coverage
- Schedule and oversee press visits as a part of a standard residency cycle to raise the profile of The Center and its Artists-in-Residence
- Manage media alerts and press clippings, sharing with the team at regular intervals
- As necessary, flag items for potential sensitivities, including crisis aversion
- Develop and distribute all necessary materials for press engagement, including but not limited to press releases, media kits, tip sheets, etc.

Programming & Events

- Attend on-site events, overseeing any marketing and communications needs (press materials, printed or digital collateral, social media, etc)
- Provide support in public relations, patron services, and community relations as needed during public programs and special events
- Work with programming staff to ensure events and artists are clearly and accurately represented on The Watermill Center website and all marketing materials
- Oversee ticket sales and event promotion across channels

Administration

- Oversee any part-time Communications employees, including seasonal interns
- Create and monitor annual Marketing budget in consultation with the Finance Director and Managing Director

Desired Skills & Qualifications

- 5+ years of communications, marketing, and/or public relations experience
- Bachelor's degree or equivalent experience
- Knowledge of contemporary arts and cultural sector with a demonstrated commitment to supporting artists and the arts
- Exceptional communication skills, including writing, speaking, and active listening



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- Knowledge of best practices in copywriting, brand narrative, audience development, crisis management, and KPIs across marketing, communications, public relations, advertising, and social media
- Highly collaborative and able to work with team members of all levels and across departments
- Strong project management skills, including time management, goal-setting, multitasking, prioritization, problem-solving and critical thinking
- Experience managing entry-level staff and interns
- Experience working with Salesforce or comparable CRM platform, or willingness to learn
- Proficient in Google App Suite and Adobe Creative Cloud products, able to quickly learn new software/systems as needed
- Ability and willingness to travel to/from The Watermill Center in Water Mill, NY as needed
- Ability to work evenings and weekends for special events

Employment Terms

Full-time or part-time hours, depending upon candidate experience and availability, with some weekend and evening hours for programming and events. On-site work (Water Mill, NY) is preferred, but hybrid/remote arrangements will be considered for qualified candidates. Up to 15 days vacation, dates to be approved by supervisor; 11 major public holidays; 5 personal days (all pro-rated for part-time employees); Option for health and dental insurance benefits; option for 401(k) plan. Salary commensurate with experience.

Applications

Please send a resume, cover letter, and a short writing sample to careers@watermillcenter.org with the subject heading "Marketing Manager." Only those whose applications are being considered will be contacted. No emails or phone calls, please.

The Watermill Center, operated by the Byrd Hoffman Water Mill Foundation, is a proud equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender identity or expression, national origin, age, disability, familial or veteran status, sexual orientation, or any other legally protected status.