
THE SHED

THE **BLOOMBERG** BUILDING
545 West 30th Street
New York, NY 10001

Job Description: Digital Content Producer

About The Shed

The Shed is a new cultural institution of and for the 21st century. We produce and welcome innovative art and ideas, across all forms of creativity, to build a shared understanding of our rapidly changing world and a more equitable society. In our highly adaptable building on Manhattan's west side, The Shed brings together established and emerging artists to create new work in fields ranging from pop to classical music, painting to digital media, theater to literature, and sculpture to dance. We seek opportunities to collaborate with cultural peers and community organizations, work with like-minded partners, and provide unique spaces for private events. As an independent nonprofit that values invention, equity, and generosity, we are committed to advancing art forms, addressing the urgent issues of our time, and making our work impactful, sustainable, and relevant to the local community, the cultural sector, New York City, and beyond.

About the Position

Creating and distributing original editorial content is key to The Shed's marketing and communications strategy of telling artists' stories and revealing the creative process behind the work the organization commissions, from concept to presentation. Central to this strategy is the Digital Content Producer, who conceptualizes, develops, and creates editorial videos, multimedia features, archival documentation, marketing content, and other digital experiences to share The Shed's mission and programs in engaging ways with current and potential audiences. The Digital Content Producer works closely with colleagues in Design, Marketing, Communications, Programming, Development, and Technology, and reports to the Senior Editor.

Key responsibilities include, but are not limited to

- Conceive and produce compelling editorial content across platforms via video, audio, interactive media, photography, and text
 - Create work of high quality, aligned to and supporting The Shed's mission, values, and intersectional audiences
 - Collaborate with the Marketing team to produce organic and paid promotional assets for Shed programs
 - Liaise with the Program teams to design and maintain a wide range of content that connects audiences to programming, the artmaking process, the commissioning model, and artists in organic, direct, and exciting ways
 - Collaborate with other members of the Marketing and Communications team, other departments within The Shed, and outside consultants to integrate digital content across platforms, including social media and email marketing, and to drive execution
 - Articulate a creative sensibility and collaborate with the Design department to realize it in a compelling and manageable way
 - Negotiate, manage, and execute contracts pertaining to content production
 - Manage work by production vendors
 - Build The Shed's network of vendors with shared values from diverse backgrounds
 - Ensure all multimedia content complies with The Shed's standards for accessibility across platforms
 - Maximize the ROI on content to serve goals across Editorial, Marketing, Communications, and Development teams
 - Edit videos, photos, and audio to serve Editorial, Marketing, Communications, and Development teams
 - Manage archival documentation of all Shed programs, collaborating with Program teams to ensure all needs, including artists', are met
 - Ensure all digital assets are placed in The Shed's digital asset management (DAM) system to ensure secure preservation of all assets
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Qualifications and Qualities

- Three or more years in a related role (editorial, interactive, film production), developing and leading creative concepts for content creators, publishers, and/or clients; work in a content studio, creative studio, or interactive digital studio within a media organization
- A portfolio of work showing relevant projects
- Proficiency in Adobe Premiere, Adobe Audition, Adobe Photoshop and/or Lightroom
- Facility operating a DSLR camera and audio equipment
- Competency with digital asset management and DAM software
- Ability to lift and carry light loads
- Excellent collaboration skills, working seamlessly across internal and external teams in inspiring ways
- A clearly structured but flexible and responsive working style
- Superlative communication skills
- Ability to skillfully and calmly manage multiple projects at once and set clear priorities and related workflow(s) for yourself and potential collaborators
- Video production experience, notably the ability to understand budgetary considerations when developing concepts and understand the various levels of production needs when working with external production companies or talent
- A trusted network of producers and production companies or creative agencies, as well as directors, photographers, and other creatives who are talented, reliable, and can work efficiently to produce a beautiful end product
- Proven track record of creating experiences that align with organizational mission and vision, providing meaningful experiences for audiences
- Passion for the arts, with a particular eye to increasing arts audience diversity and deepening audience engagement
- This position will occasionally require traveling for assignments and night/weekend work

Compensation

Compensation will be commensurate with experience. Please provide salary requirements with your application.

Application Process

Interested candidates should complete an application and submit résumé and cover letter in a single Word or PDF document saved as candidate's first and last name through our Career Center page [here](#). Only résumés and cover letters submitted in this format will be reviewed. No phone calls, please.

The Shed is an Equal Opportunity Employer, committed to the goal of building a culturally diverse staff, and strongly encourages applications from minority candidates.