

Marketing & Brand Manager

Young People's Chorus of New York City (YPC)

On-Site | New York City

About YPC

The Young People's Chorus of New York City (YPC) is one of the world's leading youth choruses, internationally recognized for artistic excellence, innovation, and diversity. Founded by MacArthur Fellow Francisco J. Núñez, YPC empowers more than 2,000 young people annually through exceptional music education and performance opportunities that inspire excellence, creativity and community.

The Opportunity

We're looking for a storyteller. Someone who can walk into a rehearsal, capture the magic on camera, edit a compelling video that same day, and share it with thousands of people across social media—all while helping maintain the voice and brand of one of the world's leading youth choruses.

We're looking for a creative, highly organized Content & Brand Manager to lead the day-to-day execution of YPC's marketing and communications.

This is an ideal role for someone who loves storytelling, thrives in a fast-paced creative environment, and enjoys being behind both the camera and the computer. You'll capture performances and rehearsals, create compelling social media content, write marketing copy, oversee digital communications, and collaborate closely with our external creative agency to ensure every piece of content reflects YPC's exceptional artistic standards.

No two days are the same. One morning you might be filming a rehearsal, the afternoon reviewing campaign materials, and that evening capturing a concert for Instagram and YouTube.

What You'll Do

- Manage YPC's day-to-day marketing and communications efforts
- Serve as the primary liaison with our external creative agency, Storyhaus
- Review and edit marketing materials for accuracy, quality, and brand consistency
- Capture photo and video content at rehearsals, concerts, interviews, and special events
- Produce and edit short- and long-form videos for social media and marketing campaigns
- Write compelling copy for email campaigns, social media, advertisements, website content, and print materials
- Manage and grow YPC's social media presence across Instagram, Facebook, YouTube, Threads, and other emerging platforms

- Working knowledge of music licensing, copyright and content rights for digital platforms including – YouTube, Instagram and meta
- Knowledge of best practices for publishing musical content and monetization strategies
- Maintain the marketing calendar and coordinate campaign deadlines
- Collaborate across departments to tell impactful stories about our choristers performances, and programs
- Monitor analytics and recommend strategies to grow audience engagement
- Maintain organized digital asset libraries and brand resources

What We're Looking For

- 3-5 years of experience in marketing, communications, content creation, or digital media
- Exceptional writing, editing, and proofreading skills
- Strong experience producing and editing video (Adobe Premiere Pro or equivalent)
- Photography and videography experience, particularly in live-event settings
- Working knowledge of Adobe Creative Suite
- Experience managing social media platforms and interpreting analytics
- Outstanding project management and organizational skills
- Ability to manage multiple deadlines while maintaining meticulous attention to detail
- Experience working with creative agencies is a plus
- Ability to work evenings and weekends as needed as many of our performances take place during these times
- Passion for the performing arts, education, and nonprofit storytelling

You'll Thrive Here If You Are

- A natural storyteller
- Detail-oriented and able to catch the smallest errors
- Comfortable juggling multiple creative projects
- Collaborative, proactive, and resourceful
- Excited to work evenings and weekends during concerts and special events
- Inspired by creating meaningful content that celebrates young artists and their achievements with the broader public

Why Join YPC?

This is a unique opportunity to shape the public voice of one of the world's most respected youth arts organizations. Your work will help tell the stories of extraordinary young musicians, expand YPC's reach, and inspire audiences, supporters, and families around the globe.

Benefits

- Competitive salary
- Comprehensive benefits package
- Paid vacation and holidays
- Hybrid work environment
- Professional development opportunities
- A collaborative, mission-driven culture centered on creativity, excellence, and community

To Apply

Please submit:

- Resume
- Cover letter
- Portfolio or links to recent creative work (video, social media, writing, photography, or campaigns)

Applications without a portfolio will not be considered.

The Young People's Chorus of New York City is committed to creating a diverse and inclusive workplace and is proud to be an equal-opportunity employer. Applicants from populations underrepresented in the development and arts fields are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

Compensation:

The YPC offers an attractive compensation package, which includes a competitive salary.

careers@ypc.org

Careers at YPC

Young People's Chorus of New York City

37 West 65th Street, 2nd Floor

New York, NY 10023

For additional information on the YPC organization, visit: <https://ypc.org/>