



# EMPAC

CURTIS R. PRIEM EXPERIMENTAL MEDIA  
AND PERFORMING ARTS CENTER

RENSELAER POLYTECHNIC INSTITUTE  
TROY, NY 12180

[EMPAC.RPI.EDU](http://EMPAC.RPI.EDU)  
518.276.2217

## Manager, Communications and Marketing

The Curtis R. Priem Experimental Media and Performing Arts Center (EMPAC) at Rensselaer Polytechnic Institute in Troy, NY is in search of a Manager for Communications and Marketing to develop, implement, and execute strategies that publicize and promote EMPAC events, residencies, research, workshops, and high-profile functions of the university, at a regional, national, and international level.

The manager collaborates with members of the team, campus, and external partners to position EMPAC as one of Rensselaer's highest priorities—as a national and international leader in the field of production, research, and performance at the intersection of arts, science, and technology. The manager works closely with the curatorial team and director to articulate EMPAC's mission.

The manager will design and create communications that include news releases, press pitches, and web and social media content for internal and external constituents, connecting campus and the greater community with EMPAC's mission and program as part of a research university. In particular, the manager will successfully reach the diverse student body of a renowned university and will promote engagement, partnership, and collaboration with international peer institutions working in the arts and media arena. A major focus will be to continuously engage campus

communities and the general public to attract audiences for highly-diverse events.

A Bachelor's degree in a communications discipline (marketing, public relations, journalism, etc.) or artistic/performing arts field is required, in addition to five (5) year's relevant experience in journalism, marketing, or media relations—preferably in the arts. Excellent writing and editing skills are required, with writing experience on the regional and national spectrum. The ideal candidate has an understanding of, and interest in, contemporary, non-commercial performing and visual time-based arts, including the intersection of arts and digital technology. The ability to work with complex artistic and technological subject matters and to formulate them in a lively, accessible, and compelling format is a necessity.

The position is part of a highly-diverse and energetic team that continually shapes and produces the program as it evolves at EMPAC. For an indication of the scope of work explored, created, and performed at EMPAC, visit <https://empac.rpi.edu>.

Qualified candidates must apply by visiting <https://careers.rpi.edu/en-us/job/493233>. Work/writing samples will be required, either by providing links or attachments, during the application process.