

# MEATPACKING DISTRICT

32 Gansevoort St. 5th Floor  
New York, NY 10014  
212-633-0185

@MeatpackingNY  
hello@meatpacking-district.com  
meatpacking-district.com

**Title:** Digital Communications Manager

## **Company and Role**

The Meatpacking District Management Association exists to shape the cultural heartbeat of one of New York City's most iconic neighborhoods. From cobblestone streets to cutting-edge design, Meatpacking is where heritage, hospitality, tech, and creativity intersect.

We're seeking a Digital Communications Manager who understands the rhythm of a neighborhood in motion. The role reports to the Director of Marketing, Events, and Partnerships and will be working directly with other members of the small team. In this NYC-based, in-person role, you'll lead our organic digital storytelling spotlighting businesses, amplifying arts and culture, highlighting events, and connecting with our global and local audiences across platforms.

The ideal candidate brings sharp editorial instincts, an eye for design, and a deep curiosity about emerging tools, especially within AI.

## **Responsibilities**

### Strategic Execution & Brand Voice

- Develop and own MDMA's digital content strategy across Instagram, LinkedIn, TikTok, X, and other relevant platforms
- Shape and maintain a consistent brand voice that is elevated, culturally fluent, and true to the district
- Create and publish content that highlights the district's people, businesses, programs, and partnerships
- Implement SEO best practices for web content to improve visibility and traffic to channels
- Develop monthly digital performance report using analytics tools to guide strategy refinement and internal stakeholders
- Identify and recommend partnership opportunities with creators, influencers, or brand collaborators

### Content Development

- Develop and manage an editorial calendar that integrates social, website, and district-wide storytelling priorities
- Write and publish original stories at least once a week for the Meatpacking District website, featuring neighborhood highlights, interviews, and cultural happenings
- Capture on-the-ground content, including photography, video, and Reels, to reflect the energy of the district in real-time
- Develop and execute social-first campaigns that align with key moments in culture, commerce, and community
- Collaborate with photographers, videographers, and local creators to build compelling visuals and narratives
- Stay on top of social media trends and digital behavior within arts, urbanism, hospitality, and culture
- Ensure all content is visually consistent and aligned with the district's brand voice and aesthetic

### Business Engagement + Office Support

- Actively engage with our Meatpacking business community and residents
- Develop relationships with store managers and employees

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- Monitor performance across platforms and use data to optimize strategy
- Test emerging formats
- Actively manage community interaction on social channels, responding to DMs, moderating comments, and building loyalty among local and global audiences
- Support team for BID events and programming
- Provide support and execute admin tasks related to the role

## **Who You Are**

- A skilled storyteller with 3+ years in social media management, editorial, or content creation
- Obsessed with the pulse of NYC, especially how neighborhoods evolve through culture, tech, and creativity
- A strong writer with the ability to craft clean, editorial-level copy under tight deadlines
- Comfortable navigating CMS platforms
- Always thinking about what's next in digital tools, tone, and technique
- Able to work independently but loves cross-functional collaboration
- Ability to be a supportive team player in a small office

## **Bonus Points If You Have**

- A background in journalism, art, hospitality marketing, or NYC storytelling
- A personal or professional interest in AI tools and how they shape media
- Experience producing short-form video content for TikTok or Reels
- A passion for making culture not just posting about it

## **Benefits and Compensation:**

Direct access to local and global brands, local partnerships, and prime networking opportunities. Competitive benefits package, 403b match, salary range \$75,000-90,000.

## **To Apply:**

Please send your resume, 2–3 examples of past social media campaigns or content (personal work welcome), and a short note about your favorite NYC block, establishment, or landmark to: [bid@meatpacking-district.com](mailto:bid@meatpacking-district.com). The subject line should read: DIGITAL COMMS APPLICATION