

FIFTH AVENUE

Job Title:	Digital Marketing Manager
Department:	Marketing
Reports To:	Chief Executive Officer, working closely with the Chief Marketing Advisor
Compensation:	Range: \$120k to \$150k, commensurate with experience
Location:	New York, NY
Direct Reports:	No
Travel Requirements:	Up to 10% locally
FLSA Classification:	Exempt (not eligible for overtime)
Work Hours:	9:30 AM-5:30 PM with flexibility to start 30 minutes earlier or later; on occasion, hours may vary and require nights and weekends as needed for events, etc.
Date Revised:	September 1, 2026

Position Summary:

The Digital Marketing Manager, reporting to the CEO while working closely with the Chief Marketing Advisor and Administrative team, will lead the day-to-day execution and growth of Fifth Avenue's digital marketing efforts. This role will manage Fifth Avenue's digital channels and campaigns across social media, email, website, paid media and emerging platforms, while helping develop new initiatives aligned with the organization's broader marketing and business goals.

The Digital Marketing Manager will be responsible for growing Fifth Avenue's digital presence and engaging consumers through compelling content, strategic campaigns and innovative digital experiences that reinforce Fifth Avenue's position as a premier global destination. The role will work closely with retailers, hotels, restaurants and other Fifth Avenue businesses to amplify member stories, launches and experiences; drive awareness and visitation; and identify opportunities to connect Fifth Avenue's physical destination with its digital audience.

Essential Duties:

Marketing Strategy and Execution

- Develop and execute Fifth Avenue's digital marketing strategy, with the support of an external agency, across social media, email, website and more, supporting broader organizational, brand and business objectives.
- Develop and manage an integrated digital content calendar that brings Fifth Avenue's retailers, hotels, restaurants, cultural institutions, events and seasonal moments to life.

- Identify opportunities to grow Fifth Avenue’s digital audience, increase engagement and drive visitation to the district and its businesses.
- Translate digital campaigns and brand initiatives into compelling physical touchpoints throughout the district, including signage, maps, guides, collateral and other printed materials, ensuring a cohesive Fifth Avenue brand experience across digital and physical channels.
- Suggest paid social and digital campaigns, where applicable
- Manage website content and updates, ensuring Fifth Avenue’s digital presence remains current, engaging and useful to visitors and members.
- Create, proofread and edit copy, maintaining a consistent and elevated Fifth Avenue brand voice.
- Develop digital campaigns supporting major Fifth Avenue initiatives and programming, including Fifth Avenue Blooms, Holiday Open Streets, new store openings and other key moments throughout the year.
- Manage agency partners, graphic designers, photographers and other external resources to develop and execute high-quality digital content and campaigns.

Content, Partnerships and Member Engagement

- Cultivate relationships with Fifth Avenue businesses and their marketing and social teams to identify compelling content, launches, events, collaborations and other opportunities to amplify across Fifth Avenue channels.
- Develop digital strategies supporting new store openings, neighborhood happenings, seasonal campaigns and member initiatives.
- Identify and execute digital collaborations with members, creators, media partners and complementary brands that can expand Fifth Avenue’s reach and relevance.
- Serve as a resource to members looking to participate in Fifth Avenue’s campaigns and programming.
- Ensure relevant member news, assets and information are collected, organized and translated into compelling consumer-facing content.

Analytics & Optimization

- Establish and track KPIs across social, email, website and paid media, regularly reporting on performance and opportunities for growth.
- Use audience insights and performance data to continuously refine content, channel and campaign strategies.
- Monitor digital, social and cultural trends to identify opportunities for Fifth Avenue to participate in relevant conversations while maintaining the integrity of the brand.
- Develop campaign recaps and performance reports that demonstrate reach, engagement, traffic and other key outcomes.
- Stay current on emerging platforms, tools and technologies and recommend opportunities to evolve Fifth Avenue’s digital presence.

Project Management

- Manage digital marketing timelines, budgets and deliverables, ensuring campaigns are executed on time and within budget.
- Coordinate across internal teams, agencies, members and external partners to keep digital initiatives moving efficiently.
- Support the development of broader marketing materials and campaigns as needed.

- Demonstrate a strong understanding of how digital marketing supports Fifth Avenue's larger marketing strategy, member priorities and business objectives.
- Must have the ability and willingness to manage a wide range of responsibilities, large and small, as required within a small, highly collaborative organization.

Basic Qualifications:

- Bachelor's degree in Marketing, Communications, Business Administration, or related field.
- Minimum of five years of experience in marketing, communications, community engagement, programming and event management, business, client management, public relations, city government, non-profit management, or related field.
- Experience and strong interest in retail and fashion, culture and/or economic development. Multi-brand experience is preferred.
- Firm grasp on various marketing platforms, channels, campaign execution and best practices, including social, digital, and email marketing.
- Experience working with stakeholders from luxury brands.
- Marketing experience within multi-brand or Business Improvement District (BID) environments.
- Proficient using a personal computer (PC) and company communication tools, such as email, internet, and Microsoft products (e.g., Word, Excel, Office, Outlook). Graphic design experience is a plus.
- Willingness and ability to support events that periodically occur during the evening and/or weekends.
- Strong copywriting and proofreading skills.
- Travel within the New York City area up to 10% may be required.

Physical & Mental Requirements:

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Mental Requirements:

- Ability to cheerfully and positively interact and communicate verbally and in writing.
- Ability to maintain composure under stress and when dealing with interpersonal conflict.
- Ability to work cooperatively and productively with co-workers and stakeholders.

Physical Requirements (with or without the aid of mechanical devices):

- Ability to travel locally within the New York City area up to 10% of the time.
- Ability to sustain sedentary work for prolonged periods sitting at a desk, working on a computer, and regularly using other standard office equipment such as phones, photocopiers, and filing cabinets.
- Ability to read, in English, various complex documents, frequently in small print.
- Ability to lift up to 30 pounds occasionally and/or exert force frequently to lift, carry, push, pull, or otherwise move objects, including the human body.
- Ability to respond to audible emergency signals/alarms on equipment and fire alarm.
- Ability to communicate clearly on a telephone.

Notes:

- Must satisfactorily complete a 90-day probationary period, which may extend for an additional 90-day period.
- This position is in-office four days per week, with one remote day per week.

Equal Employment:

Fifth Avenue Association is proud to be an Equal Employment Opportunity employer. We do not discriminate based upon race, religion, color, national origin, sex, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity, gender expression, age, marital status, veteran status, status as an individual with a disability, or other applicable legally protected characteristics.

This position description outlines the general nature and level of work assigned to individuals who function in this job. This description is not exhaustive; other duties and responsibilities may be assigned. Our employees are vital to the mission of Fifth Avenue Association, and we expect that all employees will conduct themselves in a professional and respectful manner that reflects our core values.

To apply:

Fifth Avenue Association is partnering with The O'Connor Group on this opportunity. Interested candidates should email their resume to Melissa Moneuse at The O'Connor Group at mmoneuse@tocgrp.com for consideration. Thank you.