

Monday, April 22, 2024

Marketing Manager

Company: Mark Morris Dance Group
Location: Brooklyn, NY
Compensation: 50000-60000

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The Mark Morris Dance Group (MMDG) seeks a full-time Marketing Manager, Creative Content to join a highly-motivated, results-oriented marketing team in advancing the reputation and brand visibility of Artistic Director/Choreographer Mark Morris and the touring Mark Morris Dance Group and Music Ensemble, as well as broadening the reach and deepening the engagement with key audiences through the organization's education and community engagement programs. The Marketing Manager will help implement MMDG's marketing and content strategy across owned, earned, and paid channels with a specific focus on creative content, including but not limited to design, video content, and copy. This role reports to the Director of Marketing and Communications.

The successful candidate joins a community of kind and dedicated arts and administrative professionals who are propelled by Mark Morris's commitment to artistic excellence, access to the arts, and the impact that the arts have in connecting and engaging communities. MMDG is committed to ongoing and sustained equity and inclusion work. All staff are expected to be actively engaged and dedicated to upholding our core values: celebrating our diverse community, pursuing excellence in all that we do, advancing access, exposure, and opportunity to dance and music, and cultivating creativity. Staff members also have opportunities to shape the culture of the organization through our Work, Life and Culture Committee working groups at a time when we are revamping our IDEA (Inclusion, Diversity, Equity, and Access) action plan, initiating an ESG (Environmental, Social, Governance) strategic plan, and more. Learn more about our core values.

Key responsibilities include, but are not limited to:

- Oversee the production of MMDG's promotional videos and photographs in collaboration with the Director of Marketing and Communications.
- Hire and work with external photographers and videographers; oversee the conception, project management, and internal approval process for all materials produced by external contractors.
Create content using the Adobe Creative Suite (e.g., Premiere, Photoshop) and several types of digital cameras as needed.
- Oversee the production of graphic design and print materials.
- Work with external graphic designers to create marketing collateral; devise graphic design projects in collaboration with the Director of Marketing and Communications; collect and send all copy, images, specs, etc. to graphic designers; edit copy provided by other departments and write copy yourself; oversee timelines, project management, proofreading, and internal review process for all graphic design projects. Create and edit materials in house using programs such as the Adobe Creative Suite (e.g., InDesign, Illustrator, Photoshop) and Canva. Work with print and mail houses in physical production and mailing of print materials.
- Liaise with the theaters presenting the Dance Group.
- Select and send all videos, photographs, and other assets used by presenters to create their marketing collateral.
- Collect and send all copy and images used by presenters to create their program books; proofread and oversee the internal review of program books.
- Review, proofread, and approve the season brochures, website copy, promotional videos, and all other marketing collateral produced by presenters.
- Oversee the departmental system for filing and retrieving content, including photographs, videos, and graphic design materials.
- Fulfill internal and external media requests; oversee the company's Vimeo account.
- Deliver all new photos and videos of the Dance Group to the company's Archivist for long-term storage.
- Manage the production of video and photography for the company's membership dashboard, including curating digital exhibits about the Dance Group using archival collections.
- Manage day-to-day merchandising and e-commerce operations, including inventory, branded merchandise production, special initiatives, and analytics.
- Assist with research for marketing initiatives.
- Assist with special projects - photo and film exhibits, book projects, etc.

You will be successful in this role if you:

- Have a strong aesthetic sensibility – You have a great eye for design and understand the impact a good visual can have to make or break a campaign.
- Master photo and video editing tools – You have a passion for photography and video editing and creation, and have the skills to produce compelling videos, from trailers and promo videos to creative digital content.
- Are independent and collaborative – You are able to work autonomously, but also know when to seek advice from your supervisor and how to work as a team member.
- Are organized and self-motivated – You can meet multiple competing deadlines and take initiative without being prompted.
- Are creative and intuitive – You are a problem-solver and are able to offer new ideas.
- Passionate about the performing arts – You have an interest in the performing arts community and understand the value of the arts.
- Are in alignment with our Core Values of Access, Community, Creativity and Excellence – You work well with others towards a common purpose to achieve shared goals by developing and maintaining responsive, cooperative and mutually beneficial internal and external relationships.

SCHEDULE: This is a full-time, non-exempt 40 hour per week onsite position, Monday-Friday. Flexible hybrid schedule to be determined upon successful completion of introductory period.

Qualifications:

- 3+ year of experience in a marketing role, preferably at a cultural non profit
- Creative, resourceful, entrepreneurial mindset, with roll-up-your-sleeves mentality
- Proven ability to edit videos and photography
- Proficiency with Microsoft Office Suite, Adobe Creative Cloud or other design and video editing applications

We offer a comprehensive benefits package including:

- Paid vacation, sick/personal leave, holidays and bonus days
- Employee Health and Life insurance covered 100%, Flexible Spending Plan, Voluntary vision and dental coverage, Pre-tax commuter benefit, 403(b) retirement plan
- Access to special events and MMDG performances (when available)
- Access to free and discounted classes at the Dance Center and online
- Invitations to cultural events extended to staff members by community partners.

To join our team, please include a cover letter addressed to Laura Giannatempo, Director of Marketing & Communications with your resume submission at <https://grnh.se/749cc94d7us>. Incomplete submissions will not be considered.

Mark Morris Dance Group
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Brooklyn, NY, 11217
718-624-8400
<https://grnh.se/749cc94d7us>

For more information:
Human Resources
jobs@mmdg.org

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