

Friday, November 4, 2011

Marketing Associate Dance New Amsterdam (New York NY)

jobs@dnadance.org

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Dance New Amsterdam (DNA), NYC's most progressive dance education and performance center, seeks a Marketing Associate for a permanent full-time position.

DNA supports the dancer's life, career, and longevity through high quality contemporary dance education, choreographic exploration, experimental performance and artist/community services, fostering the development of new works through commissions, residencies and subsidized space.

Applicants for the position should have 2+ years of marketing experience, and an interest in dance education and performance. The ability to work with multiple department teams is a must. Candidates should have a combination of integrated marketing skills and graphic design skills, e.g. with a sense of clean, contemporary design across formats from posters, flyers and postcards to web design. The Marketing Associate works closely with the Marketing Manager to align implementation of the below responsibilities with larger organizational goals and strategies.

Required Marketing Communication Skills: Strong organizational skills; excellent written and verbal communication skills; ability to multitask and prioritize; ability to work well under supervision and independently; ability to work quickly with good judgment; creative; respectful. Candidate must be detail-oriented with the ability to effectively proof their own and other's work. Preferred experience working in cultural community.

Required Technical Skills: Expert knowledge of Mac OSX, MS Office and additional PC programs, WordPress, Constant Contact and social media platforms. Candidates should also have a strong understanding of Photoshop and InDesign and a working knowledge of html. Knowledge of Mindbody CRM class registration software preferred but not required.

Major Responsibilities:

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Graphic Design and Production: Design and produce print promotion materials including advertisements, postcards, flyers and other print collateral materials for dance performance and educational programs.

E-Mail Marketing: Generate eNews, including working across department to gather news, photos and videos; write, produce and distribute eNewsletters. Collaborate with other cultural institutions for cross promotion.

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Website: Ensure website content is updated on a daily basis, including production of graphic elements; information updates for theater productions, educational programs, promotions and DNA and cultural community news. Follow SEO trends and upgrade website to maximize visibility.

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Social Media: Produce and schedule social media postings on DNA, the dance community and culturally-relevant news, engage with social media community.

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Marketing Reports: Use Google Analytics to track and produce report on web statistics. Work with Marketing Manager on production of other statistical information and reports.

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Public Relations Reports: Track and capture media placements; produce media coverage reports including quantitative reach.

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Internal Communications: Work with Marketing Manager to coordinate internal communication news gathering and distribution.

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Partner Programs: Work with Marketing Manager on development of partner programs including cultural institutions, neighborhood partners and other strategic partners.

STATUS: Full Time

REPORTS TO: Marketing & Communications Manager

SUPERVISES: Interns, Web Assistant

ALSO WORKS WITH: Executive Director, Senior Management Team, and All Departments

SALARY: Commensurate with experience

Opportunity for advancement

Please email cover letter and resume as pdf attachments to: jobs@dnadance.org. Please include "Marketing Associate" in the subject line.

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Website: <http://www.dnadance.org>

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