

Monday, May 21, 2012

ODC, Marketing Director

a Please email cover letter, resume, writing sample, and salary requirements to HR@odcdance.org, referencing "Marketing Director" in the subject line. Incomplete applications will not be considered. a Candidates must be eligible to work in the US [► Share](#) | [Print](#) | [Download](#)

BACKGROUND

Operating in San Francisco's Mission District for four decades, our programs and activities have contributed to community development, arts education, and access to creative art making. ODC strives to inspire audiences, cultivate artists, engage community, and foster diversity and inclusion through dance performance, training and mentorship.

THE POSITION

The Marketing Director (MD) is one of ODC's key department heads, leading the marketing team in strategizing, conceptualizing, implementing, executing and monitoring all marketing efforts and campaigns for all program and service areas within ODC. In addition, the Marketing Director will serve as lead on organizational branding, style (look) and communications for ODC and the ODC Dance Company, ODC School and ODC Theater. The Marketing Director is the primary marketer for the organization and is expected to provide a comprehensive perspective including industry trends, market conditions, and marketing innovations. The position requires a goal and results-oriented professional with a collegial spirit and keen marketing instincts.

ODC's Marketing Department provides centralized marketing support for the entire organization. The Marketing staff includes a full-time Creative & Media Manager, and a full-time Sales & Audience Development Manager as well as two part-time Publicists (Company & Theater.) For more information, please visit, www.odcdance.org

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