

Thursday, March 28, 2013

Marketing Associate (Part-Time)

To apply, please send resume, cover letter, and portfolio of previous design work to Andrea Lodico Welshons at andrea@keigwinandcompany.com. No phone calls please. To learn more about KEIGWIN + COMPANY, please visit www.keigwinandcompany.com. [Share](#) | [Print](#) | [Download](#)

As KEIGWIN + COMPANY celebrates its 10th Anniversary Season in 2013, we are seeking a temporary, part-time Marketing Associate to join KEIGWIN + COMPANY's administrative staff. This essential member of our team collaborates closely with the Executive Director and Artistic Director on long-term promotional and audience development strategies, while maintaining and strengthening the company's brand through the creation and implementation of K+C's online and print marketing materials.

- In collaboration with Artistic Director and Executive Director, help develop and support long-range marketing, audience development, branding, and promotion plans for KEIGWIN + COMPANY.
- Create, manage, and implement K+C's social media strategies and growth on Facebook, Twitter, Vimeo, and more.
- Create, maintain, and update content for K+C's website.
- Develop content for K+C's regular e-blasts.
- Manage the design and printing of all institutional and programmatic print and online marketing materials.
- Manage the creation of video marketing projects in coordination with the Artistic Director and Executive Director.
- Act as liaison with web & print designers and videographers, along with the Executive Director.
- Provide administrative support to Executive Director and Artistic Director, as well as during performance runs and special events.

This position is temporary through December 2013, with opportunity for growth and continued employment in 2014.

QUALIFICATIONS:

- 1-3 years prior experience in marketing and promotions for the arts or non-profits
- A dynamic, creative self-starter with the ability to work independently to accomplish short-term tasks and long-term goals
- Strong writing, design, and content development skills
- Proficiency in Photoshop, InDesign, iMovie/Final Cut Pro, GarageBand, and Microsoft Office
- Knowledge of contemporary dance field is a plus
- Knowledge of current social media trends, systems, and targets
- B.A. degree; graduate work or equivalent experience desired

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