

Tuesday, August 20, 2013

## Dance New Amsterdam seeks Marketing Associate

Please email cover letter and resume as pdf attachments to: [ldietzmarchant@dnadance.org](mailto:ldietzmarchant@dnadance.org). Please include "Marketing Associate" in the subject line.

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Dance New Amsterdam is seeking a new part-time Marketing Associate to join our administrative team. The Marketing Associate works closely with the Marketing & Communications Manager and Marketing Committee to align implementation of departmental plans for larger organizational goals and strategies such as institutional positioning and branding, audience development, marketing initiatives, tickets sales, public relations and customer relations for all of DNA (Performance, Artist Programs, Education, Gallery, Development, and Organizational).

Dance New Amsterdam (DNA) is NYC's foremost progressive dance education and performance center. DNA supports the dancer's life, career, and longevity through high quality contemporary education, choreographic exploration, experimental performance, artist/community services, and 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, knowledge and involvement in the NYC contemporary dance field a plus. Job responsibilities require an understanding of, and experience with web and social networking. Candidates should have a combination of marketing skills for authoring content of email messaging, social media campaigns, ads, and direct mail campaigns. All DNA staff expected to be a community representative for collaborative work within/for the greater dance community, and to be present at DNA events.

**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 well as part of a team; 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. Established relationships with the press, ad agencies, and other local performing arts organizations are helpful for possible work with cross-promotional partnerships with peer organizations.

**Required Technical Skills:** Expert knowledge of Mac OSX, MS Office, Constant Contact, and social media platforms. Candidates should also have a strong understanding of Photoshop, InDesign, Wordpress and a working knowledge of html. Knowledge of Mindbody CRM class registration software and Patron Manager ticketing software preferred but not required. Graphic design skills across formats from posters, flyers, postcards, and web design a plus.

### Job Responsibilities:

- **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.
- **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.
- **Social Media:** Produce and schedule social media postings on DNA, the dance community and culturally-relevant news, engage with social media community via Facebook, Twitter, Flickr, Vimeo, and others.
- **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.
- **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.
- **Public Relations Reports:** Track and capture media placements; produce media coverage reports including quantitative reach.
- **Internal Communications:** Work with Marketing Manager to coordinate internal communication news gathering and distribution.
- **Partner Programs:** Work with Marketing Manager on development of partner programs including cultural institutions, neighborhood partners and other strategic partners.

STATUS: 20-25 hours

REPORTS TO: Marketing & Communications Manager, Marketing Committee

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

SALARY: Commensurate with experience

Opportunity for advancement

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

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