Tuesday, August 20, 2013

Dance New Amsterdam seeks Marketing Manager

Contact: Send inquiries to ldietzmarchant@dnadance.org with subject line â€œMarketing Management Positionâ€   ▶ Share | Print | Download

Dance New Amsterdam is seeking a new Marketing Manger to join our permanent full-time administrative team. Candidate will lead our marketing department and play a key role in our communications department, working collaboratively with Executive/Artistic Director, Senior Management Team, and Development teams to strategize and implement institutional positioning and branding, audience development, marketing initiatives, tickets sales, public relations and customer relations for all areas of DNA (Performance, Artist Programs, Education, Gallery, Development, and Organizational).

Dance New Amsterdam (DNA) is one of NYC's most progressive dance education and performance centers. DNA supports the dancer's life, career, and longevity through high quality contemporary 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 a strong knowledge about the contemporary dance field, and appropriate experience in Marketing, Development, and/or Communications. The Marketing Manager works closely with the Programs Manager to create content for publicizing DNA's artists programs and activities, and with the Education Manger to promote all school programs. Strong writing skills a must, serving as creative copywriting lead, authoring content of email messaging, social media campaigns, ads, press releases, direct mail campaigns and more. Understanding of and experience with web and social networking, conducting and analyzing marketing research, and graphic design critical to job responsibilities. Established relationships with the press, ad agencies, and other local performing arts organizations a plus for developing and managing all cross-promotional partnerships with peer organizations and acting as a community representative for collaborative work within/for the greater dance community. This is a management position and candidate should be capable of managing all marketing personnel – giving each member of the department encouragement and freedom to bring the full force of his/her creativity and intelligence to DNA.

Required Technical Skills: Expert knowledge of Mac OSX, MS Office, and social media platforms. Candidates should also have a strong understanding of Photoshop, InDesign, and a working knowledge of html. Blogging experience a plus.

Job responsibilities:

Strategy and Implementation

Produce and supervise implementation of short and long-term strategic marketing plans (including strategic institutional positioning and branding, annual promotional campaigns, social networking initiatives, audience development, public relations and customer relations for all areas of DNA). Marketing plans should encompass web, social media, and general marketing and communications objectives. Creative vision to be presented to the Executive/Artistic Director. Author/Update/Approve/Proof/Manage creation and distribution of all copy and content for website, social media (Facebook, Twitter, Linkedin, Foursquare, and Flikr), emails, newsletters, ads, press releases (for DNA *PRESENTS*, Gallery Exhibitions, Artist in Residence, artist programs, current and past artist activities, educational initiatives, and organizational/human interest appeals), direct mail campaigns, printed marketing materials (season brochure, postcards, posters, performance programs) and public events (speeches, presentations). Conduct market research, analyzing website and social media network's analytics, box office reports, class attendance, surveys and focus groups. Work in tandem with graphic designer/marketing associate in the creation of all promotional materials. Mange marketing calendar of organizational needs, meetings press attendance, deadlines, etc. Manage department of three year-round staff, plus seasonal staff and interns. Work with Executive/Artistic Director, Programs Manager and Education Manager to stay abreast of internal and external artist and faculty activities; and to effectively communicate activities to DNA community and broader dance community. Lead marketing workshops with artists/faculty/students as requested. Approve all promotional materials for rentals. Manage marketing staff's archival efforts for reviews, listings, features, etc.

Communications and Outreach

Develop and Manage Cross Promotional partnerships with peer organizations including mailing list, e-blast, and ad exchanges (program ad exchanges with other venues, etc.). Work with Communications Manager to act as a community representative to outside groups and partnerships such as Lower Manhattan Arts League and other community, regional, and national venues as appropriate. Work with Communications Manager to oversee neighborhood partners and season sponsor solicitation. Follow through with neighborhood partners and season sponsors; maintaining relationships, offering comps, overseeing receipt of in-kind donations, and tax-deductible letters as appropriate. Press Relations: work with executive/artistic director, publicist and senior management team arranging comp tickets, fact checking, press kit compilation, responding to image requests, scheduling photo shoots, and post-show/event follow through.

Status: Full Time (30 hour/week position possible for the right candidate)

Reports to: Executive/Artistic Director

Supervises: Marketing Associate, Marketing Assistant, Designer, Marketing Intern(s)

Also works with: Executive/Artistic Director, Senior Management team, and All Departments

Compensation: Commensurate with experience

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