

Thursday, February 13, 2014

## Dance/NYC seeks Communications and Development Associate

Milena Luna, mluna@dancenyc.org

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Title: Communications and Development Associate

Location: New York City

Reports to: Executive Director

Supervises: Interns, Volunteers

Status: Part-time, non-exempt position with opportunity for career growth within the organization; hours (20-32) negotiable; start date also negotiable, but as soon as possible

Dance/NYC's ([www.dancenyc.org](http://www.dancenyc.org)) mission is to promote and encourage the knowledge, appreciation, practice, and performance of dance in the metropolitan area. The organization achieves this mission through three core program areas: public engagement/education, research, and convening/professional development. It seeks to add a key part-time associate to provide development and communications support for its current three-person staff as it prepares to launch an upgraded website (DanceNYC.org), and expand its visibility campaign, NEW YORKERS FOR DANCE.

### Duties and Responsibilities

Reporting to the Executive Director and working with the Programs Manager and Operations Manager:

-Manage all content for Dance/NYC's information technology, marketing, and communications initiatives, including:

-DanceNYC.org

-E-communications (weekly e-newsletter, advocacy alerts, special bulletins)

-Social media (Twitter, YouTube.com, Facebook)

-Conduct outreach, training, and provide customer support to grow online user-base and activity across, with a strong focus on ad purchases and other fee-for-service offerings, an identified area of growth

-Manage all aspects of fundraising solicitation and donor acknowledgements, including data entry, and provide service to donors as necessary

-Regularly assess reach and impact of communications and development initiatives

-Participate in shaping and execute adaptive communications and development policies to engage organizational stakeholders and build revenue streams

-Manage all online marketing and distribution partnerships

-Working with Operations Manager, provide support in the ongoing development of DanceNYC.org and related database technologies (especially Salesforce)

-Coordinate the production of both print and electronic institutional marketing material and ad placements

-Coordinate the production of video content, and provide graphic design and videography support

-Copy-edit and draft copy for external communications

-Provide additional support to Executive Director as needed

### Qualifications

The ideal candidate will have relevant prior fundraising and marketing experience and be comfortable using Microsoft Office Suite, WordPress, Adobe Creative Suite, CRM Software (Salesforce), Google Applications and social media (especially, Twitter, and YouTube, and Facebook).

S/he will be methodical and detail oriented, with excellent planning and time management skills, and able to advance multiple projects simultaneously while demonstrating and meeting his/her own deadlines in the context of organizational requirements. Strong writing and copyediting skills are required. Video editing, graphic design, and research skills are highly desirable. S/he will be current on and comfortably engage with emerging technologies, and demonstrate a commitment to technology solutions in the social enterprise space. S/he will be versed in the arts and culture landscape.

Compensation is hourly and based on experience (\$18-20). Dance/NYC is an equal opportunity employer.

To apply, please send a cover letter, resume, compensation requirements, and references by e-mail to Milena Luna at [mluna@dancenyc.org](mailto:mluna@dancenyc.org). The position is open until filled, but preference will be given to those candidates who apply on or before Wednesday, April 9, 2014. Preference will also be given to those candidates able to commit two or more years.

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