

Wednesday, February 19, 2014

Marketing Manager

To apply, please send a cover letter and resume to aapostol@marthagraham.org with the words Marketing Manager in the Subject line. The new candidate will be in place as soon as possible. Applications will be accepted by email only. [Share](#) | [Print](#) | [Download](#)

Martha Graham Dance Company seeks a self-motivated and entrepreneurial professional to manage its marketing activity. Reporting directly to the Executive Director, the Marketing Manager will assume responsibility for all online, print, media, and social marketing for the Company the Martha Graham School. The Manager will work closely with the Company's Press Agent to manage the organization's editorial presence. This individual will serve as a key member of a team dedicated to the advancement of the Graham Company and its School.

Primary Responsibilities and Duties

- Plan and execute all marketing for the Company's annual New York season
- Plan and execute all marketing for the School's regular and intensive programs
- Increase ticket sales and earned tuition income through creative approaches to advertising
- Develop materials for Company programs and galas, School brochures, and other hard copy materials as requested- from conception to design, to print/mail
- Design and execute all email marketing and social media campaigns and updates
- As necessary, make informational changes to the website and work with designers to update the web presence periodically
- Work closely with development staff to create collateral material and special fundraising initiatives such as Kickstarter campaigns, membership programs, and invitational events
- Work with the Press Agent to produce press releases and other press placements
- Maintain relationships with Photographers and keep photo archive up to date
- Provide all media materials to presenters and potential bookings, strategize on how to market partnerships

Requirements and Qualifications

- Minimum 3 years experience in the field of marketing and communications
- Excellent understanding of web-based and online marketing techniques, Constant Contact a plus
- Excellent command of verbal and written English
- Excellent interpersonal and social skills
- Familiarity with market assessment and targeting marketing, Google Analytics and SEO
- Ability to work as part of a team, with the recognition that members of a small staff must support each other and pitch in to help, sometimes outside of one's area of responsibility
- Strong project management and leadership skills and an ability to motivate co-workers and volunteers
- Minimum of a Bachelor's degree
- Proficiency in Microsoft Office, Adobe Creative Suite: InDesign, Illustrator, Photoshop, Wordpress and Constant Contact familiarity preferred but not required.

To apply, please send a cover letter and resume to aapostol@marthagraham.org with the words Marketing Manager in the Subject line. The new candidate will be in place as soon as possible. Applications will be accepted by email only.

[< back](#)

[previous listing](#) • [next listing](#)