

Friday, January 2, 2015

## Gallim Dance Seeks Part-Time Marketing Coordinator

Company: Gallim Dance

Location: Brooklyn, NY

Compensation: Commensurate with Experience

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### GALLIM DANCE MARKETING COORDINATOR

**Employer Description:** Gallim Dance, a New York-based contemporary dance company, creates and performs original work by artistic director and founder Andrea Miller. Gallim is a highly sought-after company whose work has been acclaimed by the New York Times as "voluptuously polyglot choreography," performed by dancers "of the highest calibre" (Dance Europe). The company performs for nearly 20,000 audience members annually in premier venues including Lincoln Center, BAM, and the Joyce Theater, and has recently been commissioned by premier fashion houses such as Hermes and Calvin Klein. The company also provides National Endowment for the Arts-recognized educational programming to dancers and non-dancers in its home studio in Brooklyn, and retains a faculty position at Barnard College.

The administrative team at Gallim Dance is a high-performing group of dedicated and experienced arts administrators. This entrepreneurial environment offers strong learning and professional development opportunities as a key member of a talented and fast-paced team. Gallim has been recognized for outstanding entrepreneurship by Crain's New York Business, The New York Times, and PBS NewsHour.

**Job Description:** The Marketing Coordinator is a part-time, yet integral, position that reports to the Executive Director and the Artistic Director and works closely with all members of Gallim's administration. The Marketing Coordinator's role is to enhance Gallim Dance's public image and recognition, nationally and internationally. The Marketing Coordinator oversees all marketing and press activity at Gallim Dance and produces sharp, exciting print and digital materials that convey Gallim's artistic identity and vitality, while being free from error.

Specific responsibilities include:

- Marketing channel content development, including graphic design, to align with creative calendar and programming
- Production of print and e-mail marketing campaigns and materials, including Gallim's biweekly e-newsletter
- Digital media strategy and updates, including Facebook, Twitter, and Instagram
- Management of press and presenter requests, including promotional and performance DVDs and photographs
- Support and thought leadership in larger strategic marketing initiatives, such as expanding the reach of our studio programming, a company-wide project to centralize contact management, and a website redesign

Qualifications:

Candidates should be creative individuals with energy, ambition, and a passion for the arts, who thrive

in an environment of high standards where high-quality work must be consistently and accurately produced.

In exchange for your efforts, Gallim Dance will provide a fun, fast-paced and entrepreneurial work environment with smart and exuberant colleagues, as well as strong mentorship and frequent opportunities for professional development and growth.

- Education: Bachelor's degree required.
- Experience: Marketing, graphic and/or web design experience required, with a track record of successful online or print marketing campaigns.
- Skills: Ability to design marketing materials in Photoshop and HTML-based e-marketing tools (e.g. Constant Contact) required, as well as the ability to make basic website updates via WordPress. Media skills including basic photography, videography, and video editing preferred. Facility with Microsoft Office (Word, Excel, and Powerpoint) and GoogleDocs required.
- Teamwork: Contributes positively and productively to the team and builds trusting and supportive relationships with colleagues.
- Self-starting: Initiates and sustains momentum independently and is proactive in seeking new opportunities.

Please note: an unpaid Marketing Intern position is available for interested candidates who do not meet the required qualifications, but are seeking opportunities to increase their marketing and arts management experience.

How To Apply:

The Marketing Coordinator position is part-time (~20 hours/week, TBD) with schedule flexible but determined in advance. Compensation is on an hourly basis and commensurate with experience. To be considered for this position, please submit a cover letter and resume to [info@gallimdance.com](mailto:info@gallimdance.com).

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