

Wednesday, September 30, 2015

Marketing Associate

Company: Ballet Hispanico

Location: New York, NY

Compensation: Commensurate with experience.

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Ballet Hispanico seeks a Marketing Associate to join a growing administrative team. The Marketing Associate plays an important role by facilitating the day-to-day management of all marketing, communication and audience development efforts.

Duties and Responsibilities

- Prepare electronic newsletters and e-blasts;
- Maintain the Ballet Hispanico website;
- Update press packets, collect and organize press clippings, and build institutional media list;
- Contribute to the maintenance of Ballet Hispanico's social media channels, including Facebook, Twitter, Instagram, YouTube, Vimeo and a blog;
- Coordinate the creation of marketing materials such as brochures, event programs, postcards, playbills, and flyers;
- Maintain relationships with and support the efforts of tour presenters and cross-promotional partners;
- Help coordinate the efforts of press and graphic design consultants;
- Facilitate image cataloging and organization of image & video library.

Required skills

1. Bachelor's degree and at least 1-2 years of professional marketing or communications experience (internships ok)
2. Excellent interpersonal skills and ability to work effectively with people at all levels.
3. Stellar written and verbal communication skills.
4. Ability to think creatively and strategically while executing marketing opportunities.
5. Knowledge of Microsoft Word, Excel, Publisher, PowerPoint, Photoshop (or other graphic design application), and major social media platforms. Familiarity with Wordpress, CMS (web content management system), Mailchimp, Google Analytics, and Spanish is a plus.
6. Must be a self-starter with a proactive approach to work.
7. Excellent follow-up skills.

Compensation and Benefits

Salary is competitive and commensurate with experience. Ballet Hispanico provides an excellent benefits package, including individual medical, dental, and vision insurance, life insurance, 403B plan, paid time off (outside of 10 paid holidays and a paid week between Christmas and New Year's), and summer Fridays.

How to Apply

To apply, please send your resume and cover letter to info@ballethispanico.org. No phone calls, please. Job description also available [here](#).

ABOUT BALLETHISPANICO

Ballet Hispanico explores, preserves, and celebrates Latino cultures through dance. Founded by Tina Ramirez in 1970, the organization is now under the Artistic Direction of Eduardo Vilaro. Mr. Vilaro spent 10 years as a dancer and teacher at Ballet Hispanico before founding and managing Luna Negra Dance Theater in Chicago for a decade. He was named Artistic Director of Ballet Hispanico in 2009. Ballet Hispanico's programs include a professional Company of 12-14 dancers (25- week AGMA contract) with an annual New York season and national/international touring to an audience of nearly 3 million; a School of Dance unique in its emphasis on ballet, contemporary and Spanish dance as its core curriculum, serving nearly 700 students annually; and Education and Outreach, with arts education programs that serve over 1,200 New York City school children through long-term residencies and thousands more through national outreach programs. Ballet Hispanico is headquartered in a 21,000 sq. ft. dance facility on Manhattan's Upper West Side.

Ballet Hispanico
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For more information:
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