

Wednesday, March 30, 2016

Institutional Development Assistant

Company: Uptown Dance Academy
Location: New York, NY
Compensation: Competitive Salary

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Institutional Development Assistant
Reports to: Executive Artistic Director

General Job Description:

focus on communications, marketing and development. Must be an excellent writer, have superb interpersonal skills, ability to multitask, work independently, and to be a self-starter.. Thinking creatively to grow UDA's three pillars:

- 1) audience/press for the professional company and performances
- 2) student population (adults and children)
- 3) raise awareness about our community programming.

Responsible for Development In collaboration with the Board and EAD to build a robust annual fundraising plan that includes individual giving, events, corporate partnerships, and foundation grants. This includes, data entry, gift tracking, list and report generation. Must Create systems for gift processing from gift receipt through to gift acknowledgment. Serve as the organization's main contact with donors, including regarding UDA news and events -- Serve as the organization's representative at artistic and cultural events-- - Manage 3-5 fundraising/awareness events throughout year working with Board of Directors and to organize responsibilities. create an annual marketing and communications plan that includes a message and communications calendar to track all social media and email communications, press strategies, website updates, as well as a plan for evaluation of communications and marketing efforts - Writing press releases and responding to press inquiries in a timely, and effective manner - Facilitating (along with graphic designer) a website overhaul & new print materials - Writing blog entries and contributing as a dance writer to news publications - Managing social media and email communications -

Assist in processing gifts and drafting acknowledgement letters

Assist in creating and processing mailings

Assist in researching current and prospective donors Foundation research, prospecting, proposal generation, and prospective funding opportunities

Process event invoices and track events expenses

Manage and coordinate all event invitation mailings, format and edit mailing labels, envelopes, invitation, stamps, etc.

Maintain inventory of supplies for events department; responsible for ordering new materials as required

update contact information for returned mail

Draft event descriptions for UDA website and update all event web pages and social media

Staff all special events

Assist in preparing proposals and submitting applications for funding

Help with day to day tasks such as copying and assembling grant materials

Work with the marketing and Outreach associate on online marketing, including social media, e-advertising, and research trending in various online advertising campaigns

Work with Marketing and Outreach Associate on upcoming events and promotions for audience development.

Qualifications: Candidate must be fully invested in the continued growth of the, inspired and enthusiastic about the vision of the company. Must have Strong potential for continued growth within the organization.

Dance background is not necessary, but a passion for arts and community education is essential

Strong preference for 1 year of work-related experience

Bachelors degree required

Marketing competency and demonstrated experience in marketing, including market strategy, demand generation, market research, and marketing communications

Efficient multi-tasker

Delivering effective presentations

Strong analytical and problem solving skills – Strong attention to detail

Excellent communications, writing and customer service skills

Interest and/or experience in non-profit management and/or arts administration

Computer skills, including Microsoft

Office Suite - Knowledge of Adobe Creative Suite (InDesign, Photoshop, etc.) not required but is a plus. An aesthetic sense for web design (website, newsletter) is a plus. - Interest and/or experience in photo, video, web editing - Friendly personality, able to represent UDA in the press and media

Ability to work independently, and as a member of a team - Flexibility, positive attitude, and good work ethic

To apply:

Email cover letter and resume to uptowndanceacademyuda@gmail.com
or Uptown Dance Academy, 1425 Amsterdam Ave, Suite 5G, New York, NY10027

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Uptown Dance Academy
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For more information:
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uptowndanceacademyuda@gmail.com

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