

Monday, June 13, 2016

## Marketing Manager for American Dance Institute/ADI

Company: American Dance Institute/ADI

Location: New York, NY

Compensation: salary commensurate with experience

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marketing manager is responsible for helping to create long term strategic marketing plans to effectively market and publicize ADI's programming in Catskill, NY as well as New York City and to help drive audience development. Understanding of and a significant focus on data and analytics in driving sales and building patron loyalty is key.

This individual will have the ability to conduct market research, monitor trends, perform a competitive analysis and provide reports/conclusions to senior leadership in order to inform organizational decision making. Experience planning and executing subscription and single sales campaigns and ticket pricing to drive ticket revenue is also essential.

Excellent writing and communication skills required with experience writing on arts related marketing for both print and web is highly desirable. Demonstrated experience to write clearly concisely and compellingly to arts enthusiasts as well as a general public audience. Ability to problem solve, take initiative, manage multiple tasks simultaneously and exercise good judgement in stressful situations. Willingness to travel upon occasion and work non-traditional hours when the task calls for it.

This individual works in collaboration with a Marketing Consultant, and manages the junior marketing team.

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