

Monday, July 25, 2016

## Marketing Associate

Company: Steps on Broadway  
Location: New York, NY

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### ROLE AND RESPONSIBILITIES:

#### Marketing

- Create print and digital materials with Graphic Designer, and organize distribution
- Upkeep of studio displays and bulletin boards
- Manage Media Archives
- Design & order logo wear/giveaways for school's classes and programs
- Maintain school's online presence:
  - Website / Google Analytics
  - Social Media Platforms, analyzing competitors to create strategically constructed campaigns
- Write blog posts for Healthy Tip of the Month Blog
- Select, interview, & write Faculty Spotlights
- Draft and Schedule e-newsletters
- Manage database of contacts for mailings/e-mailings
- Maintain relationships with Preferred Vendors
- Analysis of customer feedback, current market conditions, and competitor information

#### Advertising

- Manage annual Advertising portfolio
- Create digital & print advertisements with Graphic Designer
- Maintain relationships with account managers
- Oversee advertising budgets for all School at Steps' Programs

#### Events

- Represent The School at Steps at conventions and outside events
- Serve as Front of House for School at Steps' performances and events
- Coordinate panelists, tickets, programs, press and sponsorships
- Hire consultants (photographers, videographers, etc.)
- Market, process, & coordinate delivery of video/photography sales of performances

#### Other

- Occasional general administrative assistance

#### Skills/Requirements

- Bachelors Degree in Marketing or Communications
- At least 2-3 years of experience in marketing, or a related field
- Mac Software, Constant Contact, MindBody, Canva, InDesign, Photoshop, Social Media
- Excellent written and verbal communications skills
- Ability to think creatively, work in a small, fast-paced office

If you are interested in joining our talented team, please send the following:

- 1) Cover Letter
- 2) Resume
- 3) Salary Expectations
- 4) Contact information for 2 - 3 professional references

To: [bobf@webwps.com](mailto:bobf@webwps.com)

Please enter "Marketing Associate" in the e-mail Subject Line.

No phone calls please.

Steps on Broadway is an Equal Opportunity Employer

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