

Wednesday, August 10, 2016

Gallim Dance | Marketing and Audience Development Manager

Company: Gallim Dance
Location: Brooklyn, NY

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Gallim Dance seeks Marketing & Audience Development Manager

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," and whose dancers have been noted as "of the highest calibre" (Dance Europe). The company performs for over 16,000 audience members annually in premier venues worldwide including Lincoln Center, BAM, the Joyce Theater, and Chaillot in Paris.

Gallim Dance celebrates its 10th anniversary in 2017. This exciting new position of Marketing & Audience Development Manager reinforces the company's commitment to building future audiences for its second decade. This Manager will play a substantive role supporting the company and Executive Director through marketing and relationship-building that enables communication of the performance season and groundbreaking projects; support for the 10th anniversary campaign; and a long-term audience development strategy on tours and in our NEA-supported community programs.

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 for a self-starters on a fast-paced team. Gallim has been recognized for outstanding entrepreneurship by Crain's New York Business, The New York Times, and PBS NewsHour.

The Marketing & Audience Development Manager reports to the Executive Director and works closely with the Artistic Director and all of Gallim's administrators and dancers.

Employer Website: www.gallimdance.com

City and State of position: Brooklyn, New York

Job Title: Marketing & Audience Development Manager

Job Type: Full Time or Part Time, Permanent Position

ESSENTIAL DUTIES & RESPONSIBILITIES:

Marketing

Develop cohesive season marketing and narrative that effectively integrates the variety of activities, including site-specific installations, commercial projects, educational programming and touring

Deliver compelling copy and positioning for all facets of organizational marketing and campaigns, across all channels

Manage relationships with press, presenters, local publicity, and other marketing partners

Ensure timely delivery of materials for press and promotions, including fundraising campaigns, educational programs, and touring proposals

Work with graphic designer to manage marketing projects, including new website development and monthly promotional print materials

Create and implement social media campaigns that engage community and build audience; analyze metrics and develop enhancement strategy

Audience Cultivation: Brooklyn and NYC

Set annual sales goals, track metrics, and evaluate audience development against key performance indicators; report analytics in this area to Gallim's directors

Create and cultivate partnerships through timely communications and effective engagement that enable goals, including individuals, foundations, corporations, publicity outlets, local community organizations, and affinity groups that cater to Gallim's target demographics in New York City

Plan community-driven fundraising and audience cultivation events from beginning to end: budget development, venue partner logistics, invitations, and follow-up

Develop grassroots campaigns and appeals to bring Gallim's audience and dance class attendees into its donor base

Work with Executive Director and grant-writer to leverage communications and positioning in marketing channels to maintain and expand fundraising

Audience Cultivation: National & Worldwide

Develop and maintain a pipeline of dance and performance presenters worldwide, ensuring they have received the latest updates on Gallim's artistic successes and future works

Work with Executive and Artistic Directors to secure, organize, and fulfill successful out-of-town bookings for Gallim Dance Company

Work with Executive Director to organize and establish a regular presence for Gallim at performing arts presenters' conferences

Through creative digital media tactics and engagement, continue to grow audience and donor base outside of New York City

Qualifications:

Candidates should be creative individuals with energy, ambition, and a passion for the arts, who thrive in a fast-paced environment of high standards where high quality work must be consistently and accurately produced. Attendance at events on some evenings and weekends will be an important asset.

Education: Bachelor's Degree required.

Experience:

2-5 years professional experience in marketing, development, or related field; performing arts background a plus

Self-starter with proven ability to develop creative ideas, analyze metrics, and proactively test and implement sustainable strategies

Excellence in communications skills, including copywriting and editing, presence, and influence

Builds trust with all constituents with relationship management skills for key partners, colleagues, supporters and community partners

Team-player who is also able to work autonomously, exhibiting strong organizational skills, strong attention to detail, follow-ups and deadlines

Project management experience to enable long-term institutional projects, such as website rebuild with design consultant

Negotiation skills a plus

Salary commensurate with experience. Gallim Dance is committed to diversity in all its forms, and is an Equal Opportunity Employer.

To be considered for this position, please submit a cover letter, resume, salary history, and one organizational writing sample to jobs@gallimdance.com.

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