

Monday, November 20, 2017

## Marketing Associate

Company: The Joyce Theater Foundation, Inc.  
Location: New York, NY

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JOYCE THEATER FOUNDATION, INC.

POSITION: MARKETING ASSOCIATE

STATUS: Full-time, exempt employee with full benefits package

REPORTS TO: Director of Marketing

SCHEDULE: Monday through Friday, 10am – 6pm with flexibility to accommodate Marketing Director's requests to attend performances, professional development sessions, and offsite conferences.

SPECIFIC RESPONSIBILITIES:

### Ad Trafficker

- Serve as point person for all communication and information with companies both presentations and EAPs
- Oversees and manages department calendar and serves as internal trafficker to ensure all deadlines and keep the multiple mailing, print, eblast, and social calendars on track
- Contact and liaison with print shops and mail houses
- Manages third party mail vendor and internal Audience 360 database
- Monitor and collect marketing collateral and press for archive

### Copywriter and Editor

- Write and edit all advertising and editorial copy
- Circulate through department to proofread and edit
- Edit, proofread, and circulate all press releases and marketing collateral
- Monitor and collect marketing collateral and press for archive

### Joyce Program Book

- Manage all aspects of the Joyce program book including

- Setting and overseeing adherence to deadlines
- Liasing with companies and Joyce staff on content
- Laying out and preparing file for print
- Editing for grammar, clarity, and accuracy
- Monitoring costs
- Managing approval process,
- Create program book inserts

### Design and Outreach

- Identify and research target interest groups for event promotion
- Distribute marketing materials to dance schools, studios, dance departments, etc. and identify new leads
- Maintaining programming listings on websites
- Develop and distribute price keys for Joyce and company approvals
- Designer for all educational materials, including Kidsbill, Joyce Junior coupons, Masterclass flyers, Performance for --Study, Teachers' workshops, and teacher resource guide
- Create other designed material as needed by Digital Marketing Manager

### Qualifications:

- Bachelor's degree
- 1-3 years prior work experience
- Proficient in Microsoft Office Suite
- Proficient in Adobe Creative Suite, specifically InDesign, and Google Analytics a plus
- Knowledge of Tessitura
- Extremely detail oriented with excellent communication and organizational skills
- Must be able to work independently and take initiative as well as be a strong member of the marketing team
- Ability to multi-task, prioritize, and adapt to a fast-paced environment
- Good sense of humor
- A passion for dance

The Joyce is a EOE/AA employer.

To apply: Send cover letter and resume to Abby Buell at [abuell@joyce.org](mailto:abuell@joyce.org). No phone calls, please.

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For more information:  
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