

Tuesday, March 26, 2019

Social Media Coordinator - DF60

Company: Alvin Ailey Dance Foundation
Location: New York, NY
Compensation: DOE

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The Ailey School, the official school of Alvin Ailey American Dance Theater, is a conservatory that offers diverse training for students ages 3–25. The School, located in midtown Manhattan, enrolls about 1,500 students yearly.

Ailey seeks a part-time Social Media Coordinator to maintain the School's Instagram account by generating high-quality, original content to help cultivate prospective students and parents.

Responsibilities:

Coordinator will work closely with the School's Marketing Manager and School staff to:

- * Develop strategies to grow the School's Instagram account and increase followers
- * Generate content that is on-brand and in line with current trends/best practices
- * Write engaging captions utilizing hashtags and tags
- * Produce and post at least three pieces of new content each week, which may include photos and/or videos and story content
- * Produce interviews, capture student life, create promo videos, and write event recaps
- * Edit photo/video content and create graphics
- * Monitor and respond to comments on the School's Instagram account

Requirements

- * Demonstrate creativity in producing emotion-evoking video content
- * A flexible schedule that allows for occasional weeknight and weekend filming sessions
- * Excellent communications skills, including the ability to write concisely and impactfully
- * Strong technical skills and knowledge, including video lighting and sound capture

The ideal candidate will be a self-starter, capable of working independently and juggling multiple projects. Someone with an eye for dance and an ear for musicality. The candidate must also feel comfortable in a dance studio environment and be able to inconspicuously capture spontaneous moments in the studio as well as student life. Prior dance photography experience is a must. Familiarity with the Ailey brand is a plus.

Candidate must provide their own camera, lighting (if needed), microphones, and photo/video editing software.

The Social Media Coordinator will work an average of 20 hours per week and report to The Ailey School's Marketing Manager.

To apply for this position, please click apply on line and upload one file (accepted formats include .doc, .docx, .txt, or .pdf) and include the following items:

- * Resume
- * Cover letter detailing your interest in this position at Alvin Ailey Dance Foundation, Inc. including links to view online samples of social media posts created

To apply for this position, please use the following URL:

https://ars2.equest.com/?response_id=6b6a5c6f57b08b20d904cd5215fbbfdf

Alvin Ailey Dance Foundation
New York, NY
New York, NY, 10019
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For more information:
NA
dontapply@viaemail.com

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