

Tuesday, January 14, 2020

## Marketing Associate - Ballet Hispánico

Company: Ballet Hispánico

Location: New York, NY

Compensation: Nonexempt role. Competitive salary and benefits package.

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### Position Description

Ballet Hispánico, America's leading Latino dance organization, has been bringing people together to celebrate the joy and diversity of Latino cultures for 50 years.

Over the past five decades, Ballet Hispánico's mission-driven ethos has been a catalyst of change for communities throughout our nation. By bringing the richness of the Latinx culture to the forefront of performance, education and social advocacy, Ballet Hispánico is a cultural ambassador.

50 years ago, the organization's founder, National Medal of Arts recipient Tina Ramirez, sought to give voice to the Hispanic experience and break through stereotypes. Today, Ballet Hispánico is led by Eduardo Vilaro, an acclaimed choreographer and former member of the Company whose artistic vision responds to the need for social equity, cultural identity, and quality arts education for all.

As the organization begins its 50th anniversary celebratory programming and exciting new initiatives, the Marketing Coordinator will play a key role in branding Ballet Hispánico's world renowned Dance Company, exciting nationwide education programs, cultural community engagement events, and Development initiatives. Reporting to the Senior Director of Marketing & Communications, the Marketing Associate is a key member of the team and works closely with senior leadership and artistic staff to create compelling collateral for the Company, School of Dance, Development and Community Arts Partnerships departments.

The ideal candidate is creative, innovative, organized, detail-oriented, team player with social media marketing experience, Adobe Creative Suite design skills a plus, and a minimum of 2 years of experience in marketing.

### Responsibilities

Provide marketing content to booking agents, presenters and venues for Programs. Manage the distribution of approved multimedia content while managing competing deadlines domestically and internationally

Collaborate and develop content for the digital marketing efforts for all areas of the organization, including content strategy for social media, e-mail marketing, and website inclusive of analytics

Collaborate with all departments to develop and refine branding materials that drive engagement and results

Support the execution of the Company's New York performances Multimedia Advertising Plan, Promotions and Merchandise Sales

Manage merchandise sales for the Company & School of Dance, creative approval process, order requests and on-site sales during our NY Season

Maintain repository of photos, videos, presenters portal, and media library

Work collaboratively across the organization to ensure adherence to branding guidelines

### Essential Skills & Qualities

Bachelor's degree required (preferably in a marketing field, such as Content Marketing, Digital or Advertising) and at least 2 years of experience in Marketing, preferably at a nonprofit organization

Proficient in Adobe Creative Suite (Photoshop, InDesign, Illustrator) & Microsoft Office Suite

Experience creating engaging materials and content on a variety of platforms: print, social media, email marketing, newsletters, video, etc.

Social media savvy, google analytics, Hootsuite, Facebook business and Instagram content

Genuine interest in and commitment to Ballet Hispanico's mission

Strong interpersonal skills a must

Proactive with the ability to work on multiple projects efficiently

Bilingual in Spanish a plus  
Flexible and adaptable  
Energetic and eager to tackle new projects and ideas  
Team-oriented, positive attitude, sense of humor  
Self-motivation and keen eye for detail  
Ability to work efficiently on multiple projects and meet tight deadlines  
Familiarity with online marketing strategies and marketing channels is a plus  
MINDBODY and Sales Force proficiency a plus but not required

#### Compensation and Benefits

This is a nonexempt position that will report to the Senior Director of Marketing & Communications. Ballet Hispánico offers a competitive salary and benefits package with generous paid time off and perks to support a healthy work-life balance.

#### How to Apply

If you wish to be considered, please send a cover letter, resume, and writing samples to Iliana Carlo at [ICarlo@ballethispanico.org](mailto:ICarlo@ballethispanico.org)

Ballet Hispánico is an Equal Opportunity Employer.

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