

Monday, March 8, 2021

SEEKING CONTRACTOR: Freelance Marketing and Public Relations Professional

Company: Two Can Do

Compensation: \$350/500 Euro for the month

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We are seeking an experienced professional to develop and execute a promotional strategy for a summer immersive workshop happening in June 2021.

This is a freelance position, contracted for a one month period of time while applications for the immersive are open.

This person will be solely responsible for promoting this project only, with a very specific focus on spreading the word and increasing the number of applicants through visibility.

Major responsibilities include:

Creation of a holistic promotional strategy inclusive of Marketing and Public relations related opportunities.

Execution of this strategy via email, social media, etc.

Increasing the visibility of this opportunity and sharing with relevant audiences with the aim of attracting and increasing the number applicants who will then register for the workshop.

Who are you?

You are someone who feels like you can take this project on and really support our small team to get the word out there about what we believe is an incredible opportunity for emerging dance artists to invest in themselves.

You are able to focus on this one thing, knowing that your sole focus is to spread this opportunity far and wide to people who are actually aligned with what we are offering, not just to anyone and everyone.

You understand that we will measure the success of this experience not by the number of people who see the opportunity but the number of people who apply.

You are excited by the fact that we are inviting you on as the expert in this field and we are trusting that you will use your time, energy and resources however you see fit in order to do this work.

You are passionate about the arts, about dance in particular and how the intersection of wellness and the arts can provide a beautiful container for artists to grow and support themselves.

Who are we?

Bianca Paige Smith is an interdisciplinary artist based in NJ, USA. She is a neuroscientist, a yoga instructor and a dancer/performer/choreographer. She's created Two Can Do, a post-dance duet, that has been developing since 2017.

Two Can Do explores themes of support, connection, listening, vulnerability and surrender through the use of sensory deprivation, working blindfolded and principles of contemporary dance, yoga and meditation.

Two Can Do is performed by and created in collaboration with Eimear Byrne, dance artist, dance educator and choreographer based in Dublin, Ireland.

Eimear and Bianca have been working together since 2016 and have both been a part of Two Can Do from the beginning.

In direct response to the pandemic we are currently living in, our team, supported by 3 international interns, have felt called to share and create offerings that allow folks to come into the holistic process of Two Can Do, a process that has provided Bianca and Eimear with tools not only in creating art but also in life.

Two Can Do Virtual Summer Immersive: I am here now – is an opportunity created specifically for emerging artists in the dance industry who are seeking a container to be immersed in a holistic way of viewing and nurturing their creativity.

We are very excited to be offering this for the first time and are hoping to attract like-minded and aligned individuals who are ready to enter the world of Two Can Do and all of the blessings it has to offer.

We are also VERY excited to work with you.

Desired qualifications:

Exceptional communication skills and ability to share the opportunity to the right people in an appropriate way

Someone with an extensive knowledge and background in the dance industry

Access to networks and groups of relevant individuals who they can share this opportunity with

Relationships to the press to get opportunities for this immersive to be shared

A passion for dance, wellness and a holistic approach to creativity

A bonus if you are interested in potential future collaborations and work together.

There is the option for this professional to have access to a team of interns to support elements of this process if needs be.

More information can be found here: biancapaigesmith.com/summer-immersive/

CONTRACT: March 15 – April 15

Applicants will be accepted on a rolling basis until the position is filled, even if it is after the ideal start date

FEE: Stipend – \$350/300 Euro for the month

BUDGET: Access to a budget for promotional purposes can be discussed if needs be

TO EXPRESS INTEREST: Send your CV and Letter of Interest to twocandodance@gmail.com – with the subject line: I am here now Marketing & PR. You can address your email to Bianca

Two Can Do
biancapaigesmith.com/summer-immersive/

For more information:
Bianca Page Smith
twocandodance@gmail.com

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