

Tuesday, April 6, 2021

Dancewave Seeks Communications Manager

Company: Dancewave
Location: Brooklyn, NY
Compensation: Annual salary

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Dancewave seeks a growth-minded marketing and communications professional to lead and manage the organization's public-facing communications strategy. This is a full time, 40 hour per week, benefits-eligible non-exempt position with a flexible work arrangement. The Communications Manager reports to the Executive Director and works closely with departmental leads. The Communication Manager will oversee one Communications and Marketing Associate and a seasonal Communications Intern.

About Dancewave

Dancewave provides access to supportive and empowering dance experiences that center social, emotional and cognitive development through movement. Developing programs to meet community needs, we use dance as a vehicle for transformation, expression, active citizenship and self-reflection. Dancewave creates quality dance education with a focus on transformation and empowerment. We teach participatory learning, decision-making, empathy and self-expression; helping participants to understand themselves in relationship to other people and larger systems, and to become more active members of their community. For more information on our vision, values and portfolio of services, please visit www.dancewave.org.

Position Summary & Responsibilities

Dancewave's Communications Manager will develop promotions and communications for all programs and company-wide initiatives. Interfacing between all aspects of the organization's public engagement entities, the Communications Manager develops and maintains internal communications systems pertaining to public information and marketing of Dancewave's programs, initiatives and events. As Dancewave's lead messenger, the Communications Manager will communicate the alignment of the organization's programs with its mission. The Communication Manager's responsibilities include:

Communications

- Works closely with Executive Director on organizational communication strategy and execution
- Identifies and builds relationships with media, select partner organizations and artist engagements to amplify Dancewave's visibility
- Secures marketing and advertising partnerships
- Manages communications planning timetable and marketing calendar for programs, initiatives and events
- Maintains contacts lists and databases across departments
- Provides input during program planning to maximize marketing efforts and potential
- Represents Dancewave at industry, networking and organizational events

Marketing

- Plans and implements engaging print, digital and email marketing campaigns
- Makes regular website updates (structure, navigation, and content)
- Manages media coverage of Dancewave classes and events
- Creates graphic designs for online, print promotions and advertising
- Implements market research into new outlets for advertising and public engagement
- Tracks and communicates metrics for all campaigns and social media initiatives and channels
- Manages Google Ads and reports on social media and marketing analytics
- Manages marketing budget and marketing expense allocations of program, initiative and event budgets

Qualifications

Successful candidates will have:

- Strong writing and editing skills
- Exceptional attention to detail in communications and data management
- Comfort with analytics and metrics
- Inclusive interpersonal communication skills
- Strong relationship building skills
- Fluency in social media management (Instagram, Facebook, Twitter and Hootsuite) and managing channel relationships to increase reach
- Joy for collaborative working environments
- Flexibility as a team player
- Passion for connecting with partners and the public
- A growth mindset

Ideally, candidates will also have:

- 4-6 years of experience in arts or education nonprofits
- Background in dance, performing arts, communications or equivalent
- Experience with:
 - - Photography and videography
 - - Email marketing platforms
 - - Adobe Creative Suite
 - - Managing print production
 - - Managing freelancers & interns
 - - Events and production
 - - Google Ads and Google Analytics
 - - CRM databases (preferably Salesforce)
 - - Word press sites
 - - SEO

Compensation

Dancewave offers a comprehensive benefits package including generous paid time off and health benefits, invitation to matching 401k program for tenured staff and perks such as access to complimentary classes and studio space. This position will start at \$50,000 per annum, with ample opportunity for growth.

Application Instructions

Interested parties should send a letter of interest and resume/CV to jobs@dancewave.org. Please include "Communications Manager" in the subject line and attach all documents in PDF format.

Anti-Discrimination Statement

Dancewave does not discriminate on the basis of race, ethnicity, religion, gender identity, gender expression, age, national origin, disability, marital status, sexual orientation, or military status in any activities or operations.

Furthermore, Dancewave is committed to upholding equitable hiring practices in alignment with our values and all applicable federal/state guidance. Dancewave leadership strives to hire applicants who represent the diverse communities who participate in our programming; actively identifying, encouraging and recruiting applicants from underrepresented populations. Employee mental and physical wellbeing is prioritized.

Dancewave
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www.dancewave.org

For more information:
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