

Wednesday, June 2, 2021

DIRECTOR OF MARKETING

Company: Ballet Hispanico

Location: New York, NY

Compensation: Compensation will be competitive and commensurate with experience and accomplishments.

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Mission and History

Ballet Hispanico is the nation's renowned Latino dance organization and one of America's Cultural Treasures. Ballet Hispanico brings communities together to celebrate and explore Latino cultures through innovative dance performances, transformative dance training, and enduring community engagement experiences.

Founded in 1970 by National Medal of Arts recipient, Tina Ramirez, the organization emerged during the post-civil rights movement on New York's Upper West Side, providing a safe haven for primarily Black and Brown Latinx youth seeking artistic sanctuary during New York City's plight in the 1970s. Over the past five decades, by leading with Latinx culture at the forefront of performance, education, and advocacy, Ballet Hispanico's mission is a catalyst of change and possibility for communities throughout our nation.

Today, Ballet Hispanico is led by Artistic Director & CEO Eduardo Vilaro, choreographer and former dancer with the Company, whose artistic vision responds to the need for authentic representation, cultural truth, and arts education that is relevant and equitable.

As the COVID-19 pandemic irrevocably impacted our world, it presented an opportunity to profoundly reimagining the work of Ballet Hispanico, which led to highly successful virtual programming that is continuing our legacy of access.

TRANSFORMATIONAL MOMENT/OPPORTUNITY

This is an especially exciting moment for Ballet Hispanico. While the timing of our plans to celebrate our 50th anniversary in 2020 have been rescheduled due to the COVID-19 pandemic, we are enthusiastically planning for post-pandemic celebrations. A special contribution totaling \$4 million was received in the last four years that transformed the fundraising and marketing capabilities of the organization; and we have recently been awarded \$4.6 million by a consortium of funders led by the Ford Foundation and named one of America's Cultural Treasures.

The individual in this role will serve as a visible ambassador for Ballet Hispanico and play a key role in helping to secure the organization's continued success and sustainable future.

PRIMARY FUNCTION

The Director of Marketing is an essential creative catalyst working with artistic staff members to effectively translate artistic vision into compelling marketing and public relations initiatives. The Director develops and implements ambitious and innovative strategies to expand Ballet Hispanico brand awareness, build diverse audiences, and grow social media engagement.

REPORTING RELATIONSHIPS

The Director of Marketing reports to the Chief Development & Marketing Officer Lorraine LaHuta, works closely with Artistic Director & CEO Eduardo Vilaro, is a key member of the senior management team, and the liaison to the Marketing Committee of the Board of Directors. The Director provides leadership for the marketing department staff, consultants and vendors including a Content Marketing Manager and Digital Marketing Manager; a public relations agency; a dance publicist; a social media advisor; an independent graphic designer; and photographers, videographers, and printers.

RESPONSIBILITIES

Strategy/Leadership

- Ability and willingness to contribute to artistic creative conversations and transform them into initiatives that expand Ballet Hispanico's reach.
- Develop a keen understanding of the organization, its programs, priorities, and strategic direction to develop plans that build the Ballet Hispanico brand, grow audiences, and increase earned revenue.
- Create opportunities to position Ballet Hispanico as one of America's Cultural Treasures and Artistic Director & CEO Eduardo Vilaro as a thought leader.
- Serve as an active contributing member of the senior management team.
- In consultation with the Marketing Committee Chairs, develop strategies for engaging the marketing, public relations, and social media expertise of Board members.

Management

- Provide leadership for the marketing department, creating short-term and long-range goals.
- Design and implement an annual operating plan for the marketing efforts of the organization.
- Lead strategic planning of marketing campaigns for the Company to maximize ticket sales and touring engagements, for the School of Dance to increase tuition revenues, and for Community Arts Partnership initiatives to expand engagement.
- Oversee compelling and effective advertising campaigns to further Ballet Hispanico's brand awareness, build credibility, and support fundraising.
- Develop and manage media budget, creative budget, and media purchasing.
- Undertake and maintain measurements of return on investment to effectively analyze and understand sales trends and efficiencies within the marketing budgets.
- In collaboration with the External Affairs team, conceive and manage audience development strategies and increase high-value patron experiences.
- Support corporate sponsorship programs by assisting in developing strategies and outreach, and ensuring appropriate recognition and other fulfillment of benefits.
- Develop and implement creative group sales strategies for the Company's annual New York seasons, especially as related to corporate sponsors.
- Direct procurement of media partnerships to offset advertising costs and creatively enhance the institutional profile.
- Establish and maintain cross-promotional partnerships with Latino groups, arts organizations, and corporations.
- Coordinate closely with theater presenters and other partners to manage and grow the brand in national and international touring cities.

- Serve as on-staff point person for press relations, including coordination of guest appearances, interviews, photography, and on site visits.
- Expand Ballet Hispánico relationships with online, local, national, and Spanish-language media and influencers.
- Serve as a thought partner around messaging and strategy for public affairs opportunities.
- Represent the organization in public, at official functions, and to the media as required.
- Support the members of the Board Marketing Committee toward achieving their annual Roles and Responsibilities; collaborate with committee Chairs to plan meeting agenda.
- Working with the executive leadership team, apply standards that promote continuity and consistency across - Ballet Hispanico communications practices.
- Draft and/or edit institutional communication materials.
- Oversee and execute new media technologies that will drive sales initiatives and further enhance public relations efforts.
- Oversee social media strategy to grow the Ballet Hispánico brand and community online.
- Manage and monitor the growth possibilities of the organization's merchandise program.

CANDIDATE QUALIFICATIONS

The ideal candidate must meet the following criteria:

Experience

- Established record of accomplishment in marketing leadership, preferably at a nonprofit dance organization or related creative industry, for a minimum of five years.
- Demonstrated ability to think creatively and bring fresh ideas and approaches to marketing, public relations, and social media.
- Familiarity with the New York public relations and business communities.
- Demonstrated ability to motivate and work effectively with senior leadership, board members, and colleagues.
- Proven success as a collaborator and relationship builder, with strong interpersonal skills working with a diverse group of artists, designers, and vendors.
- Ability and willingness to build and mentor a high performing team.
- Significant and successful experience fostering an atmosphere of collaboration and partnership across the organization.
- Proficiency with Microsoft Office Suite and Adobe Create Suite required.

Personal Qualities

- Exceptional oral and written communication skills with experience in multiple communication modes, including social media, with the ability to articulate the importance of inclusion and diversity to diverse audiences.
- A cultural consumer interested in the arts as a catalyst for change.
- Proficiency in written and spoken Spanish required.
- A collaborative team-player with cultural competency who understand navigating a complex shifting arts landscape.
- Excellent project planning, organizational, management and follow-up skills.
- Passion for the arts and arts education, particularly in BIPOC communities.

Education

Bachelor's degree or equivalent experience is required; advanced degree is preferred.

CONTACT

To apply, send a resume and cover letter describing your interest in this position and Ballet Hispánico's work to Lorraine LaHuta at llahuta@ballethispanico.org. Applicants who are selected for a Zoom interview will be notified by email. Since our offices are closed due to the COVID-19 pandemic, we are not reachable by phone.

Ballet Hispánico
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For more information:
Lorraine LaHuta
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