

Monday, March 28, 2022

Digital Marketing Manager

Company: Cumbe: Center for African and Diaspora Dance
Location: Brooklyn, NY
Compensation: \$25-27 per hour

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The Digital Marketing Manager will cultivate and nurture our digital communities. The goal is to increase visibility, increase class attendance and improve general brand awareness.

The Digital Marketing Manager and Communications Manager work collaboratively to create a marketing and communications strategy for the organization. This collaboration is in sync with Cumbe's overall needs and goals. As co-leaders, they will fuse their expertise in their designated areas to grow our audience and improve our relationship with the community.

What You'll Do

Strategy, Management and Coordination

Social media strategy creation and execution: Create an overall digital marketing strategy for the organization. Establish yearly goals, milestones and timelines. Will be responsible for updating strategies according to the organization's needs.

Manage digital advertising: Utilize your expertise and campaign creation skills to amplify social media campaigns with paid posts; designate funds for social media projects as well as other digital platforms like Google and paid media.

Manage a Digital Marketing Budget: Generate and manage a yearly budget for the department.

Content Creation & Digital Properties

Capture content: Co-create content with instructors, students and partners; capture in-class, in the community and in action photos and videos of students and teachers; create engaging social media posts, campaigns and flyers.

Produce digital content: Conceptualize, produce and post visual content for Cumbe's digital platforms and ads; create digital flyers to be distributed on digital platforms and for teaching artists & organization events

Media Files: Manage Cumbe's digital content archives

Reporting

Generate reports: aggregate data necessary for reports to share with Cumbe's management team

Develop and refine tracking and evaluation systems for all communications activities

Skills & Attributes Needed for Success

We are looking for someone who is knowledgeable and passionate about cultivating online communities through social media. A great candidate has some knowledge and connection with Cumbe's communities and will have a good handle on sharing stories with our audiences. Our Social Media Coordinator is skilled in the following areas:

Writing & Proofreading

Stays up to date on social media trends and strategies, ready to engage them and incorporate them into the overall strategy

A good handle on social media management tools

Keen instinct for translating awesome moments at Cumbe into dynamic social content

Knowledge of how to effectively create and execute on content storytelling through video, imagery and copy

Experience conceptualizing, building and executing social media campaigns and that meet organization goals and KPIs

A sharp ability to prioritize important tasks and establishing reasonable timelines

Budget management

Teamwork & collaboration are important and easy for you

Qualifications:

2+ years of Social Media management and marketing experience

BA/BS, preferably in Creative, Marketing, Communications or other relevant discipline

Proficiency with all social platforms, especially Instagram, Facebook, Twitter and social management tools such like Sprout Social or Buffer

Someone who is familiar with social media trends, language and can pick up brand voice easily

Intermediate proficiency in Photoshop & Premiere within the Adobe Creative Suite

2+ years of photography & videography experience

Has a successful track record designing, executing and assessing effective branding, marketing and public relations strategies

Understands African and Diaspora cultures and is committed to racial justice

Possesses exceptional analytical, verbal and written communication skills

Has a good working knowledge of key softwares including Adobe Creative Cloud, Google Apps, Microsoft Office, WordPress, and an

understanding of HTML and CSS

Demonstrates strong project management and organizational skills, attention to detail and the ability to manage multiple priorities simultaneously

Tackles challenges with creativity, enthusiasm and a sense of humor

Enjoys working collaboratively and in a fast-paced, creative environment

Is available to represent Cumbe at evening and weekend events

Location:

75% remote 25% in studio/at events in Brooklyn, NY

Compensation:

\$25-27 per hour depending on experience. This is a part time position requiring 30 hours weekly.

Perks:

Paid time off

Professional Development

Flexible Schedule

Discounted classes

Hang with cool people

Access to cool arts events, organizations and partners

Start Date:

ASAP

Interested?

Contact: jobs@cumbedance.org. Please put "Digital Marketing Manager" in the subject line. Please include a cover letter and resume.

Selected candidates will receive an invitation to interview with our current Director of Communications. In the second round, candidates will be invited to produce sample work, for which we will offer a small stipend to compensate for your time. A second interview will take place with the management team.

Cumbe: Center for African and Diaspora Dance
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For more information:
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jobs@cumbedance.org

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