

Saturday, April 9, 2022

NYC-Based Dance Company Seeks Writing, Press, and Marketing Associate

Company: NYC-Based Dance Company

Location: New York, NY

Compensation: \$30/hour minimum; commensurate with skills and experience

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A New York City-based dance company seeks a writing, press, and marketing associate to fill a primarily remote, full-time position.

The ideal candidate should

- > be based in or within a reasonable commute of New York City.
- > be interested in joining a small, family-like team that shares ideas and responsibilities in support of the company's continued growth.
- > have a warm, outgoing, flexible demeanor, and the ability to interact professionally and pleasantly with both coworkers and external contacts.
- > have ample knowledge of, enthusiasm for, and/or direct experience with the performing arts.
- > be a superb writer and an eagle-eyed editor with a serious sense of wit, a love of grammar, and the ability to shift seamlessly between a variety of writing styles (creative, business, etc.) as needed.
- > have significant experience with multiple social media platforms (including Facebook, Twitter, and Instagram), and be well-versed in social media advertising strategy.
- > have experience with and/or working knowledge of graphic design, and with Adobe products in particular.
- > be an articulate speaker both in person and over the phone.
- > be able to work independently and in collaboration with the team.
- > be patient with process, but also able to work under deadlines when necessary.
- > be able to manage a partially self-directed schedule while also being available to work weekends as the company's performance calendar requires.

Once appointed, the press and marketing associate will

- > work closely with the company's artistic director, booking manager, and several other associates on general and event-specific promotion.
- > brainstorm and pitch (to the director) marketing concepts large and small, expanding on the company's brand and exploring new avenues for growth.
- > research and pursue opportunities for general and event-specific media coverage.
- > maintain and enhance the company's social media presence.
- > maintain current and develop new marketing materials (written and visual) in collaboration with the company's artistic director and graphic designer.
- > work with the artistic team to build positive relationships with media outlets, audiences, and presenters.

EEO. Note that the company is seeking a long-term hire. Though those with backgrounds in the performing arts (dancers, actors, musicians, etc.) are encouraged to inquire, candidates should not currently be pursuing careers as performers.

To apply, please send your resume, a brief cover letter, and a writing sample to nycartspro@gmail.com.

(Note: The company has chosen to remain anonymous in the earliest stages of the hiring process. The name will be disclosed upon receipt of a strong application.)

NYC-Based Dance Company
New York, NY

For more information:
Hiring Manager
nycartspro@gmail.com

[< back](#)

[previous listing](#) • [next listing](#)