Monday, May 9, 2022

Social Media Manager

Company: Alvin Ailey American Dance Foundation
Location: New York, NY

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ORGANIZATIONAL OVERVIEW

Founded in 1958 by the pioneering dancer, choreographer, and cultural leader Alvin Ailey,
Alvin Ailey American Dance Theater (AAADT) is one of the world's premier dance companies and America's largest modern dance organization. The nonprofit Alvin Ailey Dance Foundation is the umbrella organization which supports five main program areas: AAADT; Ailey II; The Ailey School; Ailey Arts In Education & Community Programs; and Ailey Extension.

The Ailey organization's permanent home is in midtown Manhattan at The Joan Weill Center for Dance, the largest complex dedicated solely to dance in the city, which includes 16 dance studios, two academic classrooms, and a 270-seat black box theater.

Since 1958, AAADT has performed in 71 countries for more than 25 million people at venues across the globe, as well as tens of millions more via films, TV, and online platforms. The Company's repertory includes more than 250 works by more than 100 choreographers. In 2008 AAADT was declared a "vital American cultural ambassador to the world" by a resolution of the U.S. Congress. Before Alvin Ailey's death in 1989, he named legendary dancer and choreographer Judith Jamison as his successor. She led the Company to new heights for 21 years before she, in turn, selected the renowned choreographer Robert Battle to become Artistic Director in 2011.

Founded in 1969, The Ailey School (originally called Alvin Ailey American Dance Center) offers pre-professional and professional training to thousands of students ages 3 to 25 annually, including a Bachelor of Fine Arts program in dance offered in association with Fordham University.

Launched in 1974, Ailey II (originally called Alvin Ailey Repertory Ensemble) is now universally known for merging the spirit and energy of the country's best young dance talent with the passion and creative vision of today's most outstanding emerging choreographers. Ailey II is comprised of 12 promising young dancers who stay for 2-3 years before moving on to other dance companies or the commercial dance sector.

Ailey Arts In Education & Community Programs provide thousands of people of diverse ages and backgrounds the chance to explore their creative potential through a range of programs, including workshops, residencies, performances, and AileyCamps.

Founded in 2005, Ailey Extension offers dance and fitness classes open to the public in a variety of techniques, including ballet, West African, Horton, and Zumba.

The Foundation is governed by a Board of Trustees, currently led by Chairman Daria L. Wallach and President Anthony S. Kendall. Artistic Director Robert Battle and Executive Director Bennett Rink jointly oversee an artistic and administrative team of about 100 full-time employees and about 300 part-time or seasonal staff, including the dancers from both companies, and teachers and musicians for the School, Extension, and Arts In Education programs.

POSITION OVERVIEW

Key areas of responsibility include but are not limited to:

Develop, implement and manage Alvin Ailey's social media strategy
Manage and oversee creation and dissemination of social media content
Collaborate with copywriters and designers to produce informative, impactful content that successfully conveys institutional messaging
Supervise two part-time staffers
Collaborate with Marketing, PR, and Development teams to implement External Affairs messaging strategy
Stay up to date with latest social media best practices and technologies
Define KPIs
Measure campaigns success
Employ social media marketing tools such as Hootsuite and Sprout Social
Monitor SEO and user engagement and suggest content optimization
Develop a strong network of industry professionals and influencers to maximize content impact and reach

Skills/Qualifications:

Bachelor's degree in Journalism, Marketing, Communications, English, or related field.
Minimum five years of social media marketing experience managing multiple platforms within a complex, fast-paced work environment.
One to two years of experience working with social media management and reporting tools such as Sprinklr, Social Studio, Sprout, or similar.
Experience developing and implementing multi-channel social media strategy.
Five years of experience utilizing Facebook, Instagram, and YouTube.
Ability to guide creative teams in shaping content for optimal reach and engagement.
Excellent writing and communication skills; excellent interpersonal skills.
Ability to occasionally work flexible hours to cover weeknight and weekend duties.
Fluency with social analytics, social advertising (e.g., Facebook ads) and SEO
Interest in design
Ability to be self-motivated and to work independently.

To apply for this position click on the apply link and upload one file (accepted formats include .doc, .docx, .txt, or .pdf) that contains the following items:

Cover letter detailing your interest in this position
Writing sample or social media portfolio
Resume
Contact information for three professional references

Applications will not be considered without these items.

No phone calls please.

Alvin Ailey Dance Foundation is an Equal Opportunity Employer. Employment is based upon personal capabilities and qualifications without discrimination based on race, color, religion, creed, sex, sexual orientation, national origin, age, disability, marital status, veteran status, citizenship status, or any other protected characteristic as established by law.

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