

Friday, October 4, 2024

Marketing Associate at BAAD! Bronx Academy of Arts and Dance

Company: BAAD! Bronx Academy of Arts and Dance
Location: Bronx, NY
Compensation: \$27.50/hour

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MARKETING ASSOCIATE

Location: Bronx, NY/Hybrid Department: Marketing Type: Part-time (25 hours/week) Salary: \$27.50/hour

MISSION

BAAD! The Bronx Academy of Arts and Dance is a cultural arts organization and theater that creates, produces, presents, and supports the development of cutting-edge and challenging works in contemporary dance and all creative disciplines that are empowering to women, people of color, and the LGBTQ+ (lesbian, gay, bisexual, transgender, and queer) community.

DESCRIPTION

BAAD! seeks a Marketing Associate to support marketing efforts through cross-channel marketing that drives program enrollments, event attendance, and strategic institutional growth. Reporting to and working closely with the Executive Director, the Marketing Associate will work toward audience expansion while maintaining brand integrity and ensuring that organizational vision and values are successfully expressed across all channels. This is a part-time, hybrid position.

Principal Duties:

Maintain BAAD!'s marketing plan and communications calendar and lead marketing meetings.

Build engagement and awareness across external channels, including social media, and execute mail/email marketing campaigns.

Design marketing materials (including postcards, brochures, and social media tablets) to promote performances, classes, events, and public programs.

Draft and disseminate press releases and serve as a point of contact for media requests.

Maintain Community Calendars and Listings as needed.

Establish and implement cross-promotion strategies and opportunities - coordinate tabling at events.

Gather promotional materials (photos, bios, descriptions) from artists and collaborating organizations.

Create event programs.

Maintain email blast lists and traditional mailing lists.

Staff photographers for events.

Archive event photos and videos. Identify and recommend photos and create a shared folder for easy access and press inquiries.

Oversee the maintenance of the website.

Create ticketing pages.

Compile, analyze and report on post-event surveys, box office, event attendance and class enrollment.

Manage additional projects as assigned.

Qualifications:

Bachelor's Degree in Marketing, Communications or an arts-related field, preferred

2 years of experience in arts marketing or related field

Graphic design experience, a plus with experience with Canva, Illustrator or Adobe Photoshop

Solid understanding of Social Media content creation, strategy, and analysis

Respect project timelines and exceptional attention to detail

Experience using Microsoft Office and Google Suite products

Strong written and verbal communication skills

Flexibility and adaptability to shifting priorities

Beginning Thursday, October 10, 2024, applications will be reviewed and interviews scheduled on a rolling basis until the position is filled. For consideration, please submit a resume and cover letter to info@baadbronx.org. Please use the subject line "Marketing Associate." Please title your files "(first name and last name) Cover Letter" and "(first name and last name) Resume." You may also send one file with both documents titled "(first name and last name) Resume and Cover Letter."

