

Sunday, July 6, 2025

Marketing & Communications Assistant — Leela New York (Indian Classical Dance)

Company: Leela New York

Compensation: \$30-\$50/hr; Estimated 15-20 hours/month

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Whitney Browne

Leela New York, led by choreographer and kathak artist (North Indian classical dance), [Rachna Nivas](#), is seeking a part-time Marketing & Communications Assistant to support its dynamic dance training and performance programs in New York City.

This role is ideal for someone who is creative, detail-oriented, and passionate about storytelling, cultural equity, and community-centered arts. Responsibilities include designing and executing social media posts, attending classes and events periodically to capture photos and videos, managing email newsletters (via MyEmma), and coordinating with the internal team to ensure consistent, compelling communication.

Key Responsibilities

- Design and execute social media posts (graphics, captions, short video reels, stories @leela.newyork)-
- Attend classes and events periodically to capture videos and photos for authentic promotional content
- Maintain and update program information on website and digital platforms
- Draft and send monthly or event-based email newsletters (via MyEmma platform)
- Monitor and respond to comments and DMs on Leela NY accounts, escalating inquiries as needed
- Coordinate with internal school team (co-managers and Rachna) to ensure accurate messaging
- Maintain and execute a digital marketing calendar for postings and e-newsletters
- Report to the Artist Manager & Creative Producer and ensure brand and messaging consistency

Qualifications

- Strong social media and digital marketing skills; familiarity with Instagram, Facebook, MyEmma or other e-newsletter platforms, Canva, and basic video editing
- Excellent writing and design sense
- Detail-oriented, proactive, and reliable
- Ability to represent the values and energy of Leela NY authentically
- Familiarity with dance or cultural arts communities a plus

Compensation

Hourly: \$30-\$50/hour; Estimated 15-20 hours per month

About Leela New York

Leela New York is the NYC training center of [Leela Dance Collective](#), a kathak dance company (North Indian classical dance). Leela NY is a fiscally sponsored program of the New York Foundation for the Arts (NYFA), led by renowned choreographer and kathak artist Rachna Nivas. Leela NY advances the powerful living tradition of Indian classical dance in New York City through rigorous training, transformative performance experiences, and community-centered cultural programming. Its mission is to preserve and evolve kathak as a vital art form while fostering cultural equity, social connection, and a sense of belonging for the South Asian community and beyond. Supported by the New York State Council on the Arts (NYSCA), Harkness Foundation for Dance, and a dedicated community of students and audiences, Leela NY serves as a dynamic platform for cultural expression, artistic excellence, and cross-cultural dialogue.

Leela New York
leela.dance/newyork

For more information:
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