

Wednesday, September 10, 2025

## Marketing and Communications Coordinator

Company: Carolyn Dorfman Dance  
Location: Union, NJ  
Compensation: Mid-\$40,000 to \$50,000/annually

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### Marketing and Communications Coordinator

Reports to: Executive Director

Hours of Work: Full-time Employee -40 hrs./week (Some weekend and evenings required)

This is a hybrid position, where the office is shared, in Union, NJ. Must have reliable transportation

Start Date: September 2025

PLEASE SEND RESUME AND COVER LETTER TO: [athomas@carolyndorfman.dance](mailto:athomas@carolyndorfman.dance)

**Job Description** – The Marketing and Communications Coordinator support and implements CDD's communications goals. A successful person in this position will be adept at communicating CDD's mission and vision to wide variety of audiences and stakeholders. They will create eblasts for events, campaigns, and tours/residencies. This is a highly collaborative and hands-on role, ideal for someone who excels at producing visual and digital content, thrives in a fast-paced nonprofit environment, and is passionate about storytelling that inspires action and connection. In addition, the coordinator is also responsible for hands-on support of database management, website maintenance, fundraising campaigns, and working in-person at special events and performances.

### Marketing & Communications

Work with the executive director to refine and articulate CDD's identity and initiatives efficiently and accurately through existing and new media channels (website, printed materials, social media, radio, etc.)

Responsible for drafting copy for marketing collateral based on approved campaigns.

Utilize CDD marketing message catalog and style guide in the design and publish marketing pieces and graphics (i.e., weekly social media, monthly e-newsletters through Mailchimp, electronic invitations)

Help create drafts of marketing and public relations campaigns with the support of the dancers

Work with vendors, when required, in the design gala/major fundraiser invitations, education program collateral, program books, and electronic press kit packages

Refine and share consistent and effective communication and identity strategies with CDD's staff, board, partners, and venues

Update and maintain a marketing calendar in collaboration with the company manager

Manage website content and make manual updates. Work with support from a third-party vendor, as necessary

Submit monthly campaign summaries for review that include website analytics, social media data, ROI, etc.; and provide suggestions for improvement for future marketing campaigns and strategy

Maintains physical and electronic marketing archives

Participate in associations, cultural events, and networking opportunities that enhance CDD's visibility (i.e., Chamber, NJPAC Advisory committee, etc.)

### Record Keeping

Responsible for helping Development consultant in maintaining and updating patron database (Bloomerang) and Mailing List on Excel to ensure accurate and current data

Assist the Development consultant on patron database for the organization, connecting staff to training resources and acting as liaison with third-party vendors and contractors

Ensure third-party applications are integrated and working efficiently with patron database (i.e., Greater Giving, Stripe, etc.)

### Special Events/Performances

Staff and manage Front of House duties at performances, residencies, and other special events, especially our annual major fundraiser

Oversee registration sheets with help from the company/office manager

Manage volunteers at registration/merchandise table

### Audience development and community building

Overseeing ticketing for self-produced concerts

Liaising with ticketing and advertising efforts in partnership with area venues

Creating, distributing, and synthesizing audience surveys, post event

Work with ED on ticket reconciliation, attrition rate

Providing customer service for ticket buyers and donors via email, phone, or other correspondence

Facilitate community relationships

Information/Social Media swap with partnering organizations

### Budgeting

Overseeing development of and managing of annual marketing department budget with the Executive Director

### Qualifications

2-3 years' work experience in an arts administration, marketing, communications, and/or business-related field. Experience in dance not required, but highly desired.

Graphic design, especially with Canva, and website and Photoshop experience a plus, but not required

Excellent writing, organization, inter-personal, and customer-service skills

Strong administrative skills, with required agility in Microsoft Office (Word, Excel, Adobe Creative Suite, Outlook, SharePoint), database management

## Compensation

Partial Health insurance, paid vacation, and PTO available

Pay offered is based on a number of factors including job-related knowledge, skills and experience

Salary range: Full-Time: \$Mid-\$40,000 to \$50,000/annually

All employees of Carolyn Dorfman Dance must maintain up-to-date Covid 19 and variants vaccination.

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Carolyn Dorfman Dance  
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