

Monday, December 8, 2025

Digital Media & Content Coordinator

Company: Peridance Center

Location: New York, NY

Compensation: \$20/hour

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Digital Media & Content Coordinator

Peridance Center — New York, NY

Peridance Center is seeking a highly motivated Digital Media & Content Coordinator to join our team. This role is ideal for a creative professional with strong skills in videography, editing, social media strategy, and faculty/content coordination. The Digital Media & Content Coordinator plays a key role in shaping Peridance's digital presence and supporting its wide range of programs, performances, and community initiatives.

Position Summary

The Digital Media & Content Coordinator is responsible for filming and editing content, managing social media channels, producing digital promotional materials, and coordinating with faculty and staff across all Peridance departments. The ideal candidate is detail-oriented, collaborative, and comfortable working in a fast-paced artistic environment.

Key Responsibilities

Filming & Video Production

Film all major events, including KnJ Theater performances, tech/showings for workshops and intensives, and selected open classes.

Coordinate multi-camera shoots as needed.

Edit in-house footage for programs such as PCDC, CP, Performance Project, ISP, SAP, Teen Intensive, 36Chambaz, The Collection, and MOPTOP.

Create promotional trailers for programs, events, and faculty classes.

Organize and maintain a media archive of high-quality photos and videos for quick marketing use.

Social Media Management

Develop and manage a content calendar for Instagram, Facebook, TikTok, Google Business, and dance-industry platforms (e.g., Dance.NYC).

Write engaging captions and design cohesive visual layouts.

Track analytics and adjust strategy to improve engagement and conversions.

Review, edit, and approve video/photo content in collaboration with internal teams.

Respond to direct messages professionally and promptly.

Share updates and stories regularly to support class and event promotion.

Faculty Coordination & Content Management

Maintain an organized Dropbox/GoogleDrive archive of faculty photos and video assets.

Schedule and coordinate filming for faculty open classes.

Brainstorm and strategize promotional campaigns with all departments.

Provide faculty with curated footage for their personal promotional use.

Ensure all faculty have signed photo/video release forms (in coordination with the Front Desk team).

Team Oversight & Collaboration

Supervise interns working on design or content-related projects.

Collaborate with Program Directors to plan and schedule content across PCDC, SAP, and CP channels.

Maintain and update Peridance YouTube channels.

Qualifications

Experience in videography and video editing (Adobe Premiere, Final Cut, or similar).

Strong knowledge of social media platforms and analytics tools.

Ability to manage multiple projects and deadlines simultaneously.

Strong communication and writing skills.

Experience working in dance or performing arts is a plus.

How to Apply

Please send your résumé, portfolio/work samples (videos + social media content), and a brief cover letter to nikki@peridance.com.

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