

Friday, January 30, 2026

Marketing Assistant

Company: Mark Morris Dance Group
Location: Brooklyn, NY
Compensation: \$22.50/hour

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The Mark Morris Dance Group (MMDG) seeks a part-time Marketing Assistant to join a highly motivated, results-driven marketing team dedicated to advancing the reputation and brand visibility of the Mark Morris Dance Group and Music Ensemble, while expanding awareness of the Mark Morris Dance Center and the Dance for PD® program. The Marketing Assistant will support the execution of MMDG's marketing and content strategy across owned, earned, and paid channels, with a particular emphasis on content creation and email marketing. This position reports to the Marketing and Communications Manager.

The successful candidate will join a collaborative community of passionate arts and administrative professionals inspired by Mark Morris's commitment to artistic excellence, access to the arts, and the power of the arts to connect and engage communities. MMDG is deeply committed to ongoing equity and inclusion efforts. All staff are expected to actively uphold the organization's core values, including celebrating a diverse community, pursuing excellence in all aspects of our work, expanding access, exposure, and opportunity in dance and music, and cultivating creativity.

Key responsibilities include, but are not limited to:

General Marketing

- Work closely with the Marketing and Communications Manager to craft messaging that supports institutional, fundraising, and marketing goals.
- Assist the Marketing and Communications Manager in coordinating with national and international presenters to support the company while on tour.
- Support press and media efforts by liaising with the Dance Group on press listings, pitches, press kits, and other press assets.
- Collaborate with the Marketing and Communications Manager to maintain and update the department's archiving system, including photographs, videos, press articles, and press quotes.

Email Marketing

Assist with institutional email marketing campaigns, including:

- Drafting and laying out email in Salesforce
- Building and maintaining prospect segmentation and suppression lists
- Analyzing and reporting on email performance metrics

Website

- Assist with routine website updates and edits to ensure accuracy and timeliness of content.

Content creation

- Support the creation of social and paid ad content for the Dance Group, Dance Center, and Dance for PD programs across platforms.

Design

- Work with designers and vendors to traffic all design projects from inception to completion.
- Update in-house marketing collateral, including flyers and monthly class calendars, and maintain supply and in-house distribution of printed marketing collateral.

Supervisory Responsibilities:

- No

Minimum Education & Experience Requirements:

- 1 year of Marketing experience
- Creative, resourceful, entrepreneurial mindset, with roll-up-your-sleeves mentality
- Proficiency with MS One Drive and MS SharePoint
- Experience working with Adobe Creative Cloud or other design and video editing applications
- Experience with Salesforce or another CRM a plus

Special Requirements:

- None

YOU WILL BE SUCCESSFUL IN THIS ROLE IF YOU:

- Have a strong aesthetic sensibility – You have a great eye for design and understand the impact a good visual can have to make or break a campaign.
- Have an interest in email marketing – You are interested in exploring how email marketing can impact the success of a program and would like to dig deeper into its potential.
- Have a knack for data – You genuinely enjoy analyzing campaign results, reporting on them, and learning from data to optimize and improve on your work.
- Are independent and collaborative – You can work autonomously but also know when to seek advice from your supervisor and how to work as a team member.
- Are creative and intuitive – You are a problem-solver and can offer new ideas.
- Passionate about the performing arts – You have an interest in the performing arts community and understand the value of the arts.
- Are in alignment with our Core Values of Access, Community, Creativity and Excellence – You work well with others towards a common purpose to achieve shared goals by developing and maintaining responsive, cooperative and mutually beneficial internal and external

relationships.

SCHEDULE: This is a part-time, non-exempt 20-hour per week, onsite position. A flexible hybrid schedule may be considered after the successful completion of a six-month onsite introductory period, with at least 2 days onsite. Days are flexible and will be determined upon job offer.

We offer a comprehensive benefits package including:

- Paid vacation, sick/personal leave, holidays and bonus days
- Access to free and discounted classes at the Dance Center and online
- Access to special events and MMDG performances (when available)
- Invitations to cultural events extended to staff members by community partners.

To join our team, please submit your resume along with a cover letter addressed to Shantel Prado, Marketing & Communications Manager by clicking [here](#). Cover letters must highlight relevant experience; resume submittals without a cover letter will not be considered.

Mark Morris Dance Group
3 Lafayette Avenue
Brooklyn, NY, 11217
<https://markmorisdancegroup.org/>

For more information:
Human Resources
[718-624-8400](tel:718-624-8400)

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