

Communications Manager Job Description

Dance/NYC seeks a manager who will be responsible for and exercise discretion and independent judgment regarding all aspects of creating, executing, and advancing Dance/NYC's marketing and communications strategies across its programs and initiatives.

Status: Full-Time, At-Will, Exempt

Commence Date: As soon as possible, or by August 1, 2020

Reports to: Executive Director

Supervises: Communications Assistant, interns and contractors

Coordinates with: Operations Manager, Manager of Justice, Equity, and Inclusion Initiatives, Research and Advocacy Coordinator, and Development and Grantmaking Assistant

Duties and Responsibilities:

Strategy & Creative Storytelling (25%)

Partner with the Executive Director, Manager of Justice, Equity, and Inclusion Initiatives, and Communications Assistant to:

- Create, advance and execute Dance/NYC's marketing and communications strategy to support all organizational departments and work areas, including justice, equity and inclusion; research and advocacy; grantmaking; and leadership, training, and convening portfolios
- Translate initiatives into compelling story ideas and impactful messages, elevating awareness of Dance/NYC's programs and raising the profile of the organization and its leadership among target audiences
- Cultivate current and new strategic partnerships to expand Dance/NYC's business development through advertising, sales and distribution
- Implement Dance/NYC's social media strategy to build meaningful connections, encourage audiences to take action, and advance organizational visibility and mission
- Develop clear tracking, metrics and indicators of success
- Produce relevant descriptions, information and data analytics for funding opportunities, recurring sources, annual reports, etc.

Marketing & Communications Operations (50%)

- Write, gather and produce all aspects of e-communications, including editorial calendar creation, e-newsletters, advocacy alerts, press releases and others
- Develop and execute an integrated social media strategy, including overseeing ad placement with the Communications Assistant
- Design and manage content including fact sheets, brochures, videos, data visualizations, interactive maps
- Liaise with design consultant for the development of assets, ensuring that all content is optimized for search engine optimization (SEO), in alignment with accessibility measures, and on brand
- Coordinate staff review, regularly update content through a content management system (CMS), and publish via NeonCRM
- Manage media relations including overseeing publicist, including reviewing press notices and liaising with publicist on pitches for media coverage and publications
- Implement strategy to increase earned income through advertising on Dance.NYC
- Maintain the website's front-facing pages and liaise with web/IT developers to accomplish a variety of site developments, as needed
- Oversee database/lists and establish protocols to ensure currency and effectiveness for the purposes of marketing and communications
- Manage customer experience, including daily communication with patrons and volunteers

Evaluation (15%)

- Track and report monthly data analytics for advertising placements and sales, e-blasts, website, and social media to support fundraising and business development
- Produce quarterly reports on demographic indicators for registered users of website, as well as where possible, for social media platforms
- Design and execute ad-hoc surveys and field research to understand the needs and opportunities of registered users and additional key stakeholders

Special Events (10%)

- Develop the strategy and implement live coverage of Dance/NYC events
- Execute communications plans for organizational events
- Manage ad sales and marketing sponsorships

Qualifications:

Ideal candidates will be:

- Collaborative thought-leaders, excellent story-tellers and have relevant marketing, communications and/or movement building experience
- Comfortable using Microsoft Office Suite, Adobe Creative Suite, CRM Softwares, Google Applications, social media platforms (Twitter, YouTube, Facebook, Instagram, LinkedIn, and Hootsuite), and HTML
- Methodical and detail oriented, with excellent writing, copy editing, planning and time management skills, and be able to advance multiple projects simultaneously while meeting deadlines
- Entrepreneurial, current on and comfortably engaging with emerging technologies and demonstrate a commitment to technology solutions in the social enterprise space.
- Well versed in the arts and cultural landscape
- Bilingual candidates and graphic design experience are a plus

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