

Wednesday, July 6, 2011

## Marketing & Communications Manager at DNA

jobs@dnadance.org

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Dance New Amsterdam (DNA), NYC's most progressive dance education and performance center, seeks a Marketing & Communications Manager for a permanent full-time position.

DNA supports the dancer's life, career, and longevity through high quality contemporary dance education, choreographic exploration, experimental performance and artist/community services, fostering the development of new works through commissions, residencies and subsidized space.

Applicants for the position should have 5+ years of marketing experience, an interest in dance education and performance and established relationships within the New York and International contemporary dance scene. The ability to work with multiple department teams is a must.

Required skills: Expert knowledge of Mac OSX, MS Office and additional PC programs, and social media platforms. Candidates should also have a strong understanding of Photoshop and InDesign and a working knowledge of html. Knowledge of Mindbody CRM class registration software preferred but not required. Prior sales experience a plus.

### Major Responsibilities:

- Strategize institutional positioning and branding, customer development, marketing initiatives, public relations and customer relations for all areas of DNA (Education, Performance Series, Art Gallery, Space Rentals, and Organizational).
- Serve as creative copywriting lead, authoring content for email messaging, social media campaigns, ads, direct mail campaigns and more.
- Produce short and long-term strategic marketing plans, encompassing web, social media, and general marketing and communications objectives.
- Work with Executive Director to create annual promotional campaigns.
- Work with Education Manager to increase capacity by analyzing student attendance, faculty performance and client retention records.
- Solicit corporate sponsorships to underwrite DNA programs and events.
- Develop and manage cross-promotional partnerships with peer organizations including mailing list, eblast, and ad exchanges.
- Strategize social networking initiatives and supervise implementation for Facebook, Twitter, LinkedIn, Foursquare, Yelp and Flickr
- Conduct market research, analyzing website and social networks' analytics, box office reports, surveys and focus groups.
- Work in tandem with press agent and graphic designer/marketing associate in the creation of all promotional materials, press releases and advertisements.
- Act as community representative to outside groups and partnerships such as Lower Manhattan Arts League, and other community, regional, and national venues as appropriate.
- Manage a department of two year-round staff, plus seasonal staff and interns, giving each member the encouragement and freedom to bring the full force of his/her creativity and intelligence to Dance New Amsterdam.

### Additional Responsibilities

- Press Relations: arranging comp tickets, fact checking, press kit compilation, responding to image requests, scheduling photo shoots, and post-show follow through.
- Manage marketing staff's archival efforts for reviews, listings, features, etc.
- Manage marketing calendar of organizational needs, meetings, press attendance, deadlines etc.
- Lead marketing workshops for artists and students and approve promotional materials for rentals.
- Oversee neighborhood partners program
- Oversee website updates and implement urgent changes
- Oversee and attend gallery/performance opening receptions in conjunction with Production Department.

STATUS: Full Time

REPORTS TO: Executive Director

SUPERVISES: Box Office Manager, Marketing Associate, Marketing Assistant, Web Assistant

ALSO WORKS WITH: Executive Director, Senior Management Team, and All Departments

SALARY: Commensurate with experience

Opportunity for advancement

Please email cover letter and resume as pdf attachments to: [jobs@dnadance.org](mailto:jobs@dnadance.org). Please include "Marketing & Communications Manager

Position" in the subject line.

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