

Wednesday, March 27, 2013

Marketing and Communications Associate, Dance/NYC

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Position Description

Title: Marketing and Communications Associate

Location: New York City

Reports to: Executive Director

Supervises: Interns, Volunteers, Select Contractors

Status: Part-time, starting date and hours (app. 20) negotiable, 2013

Dance/NYC's (www.dancenyc.org) mission is to bolster the support structure for dance in New York City—serving as the voice and guide for local artists and managers. The organization achieves this mission through three core program areas: public engagement/education, research, and convening/professional development. It seeks to add a key member to its current two-person staff who will assume responsibility for marketing and communications.

Duties and Responsibilities

Reporting to the Executive Director and working with the Special Projects Manager:

- Manage all aspects of Dance/NYC's existing information technology, marketing, and communications initiatives, including:
 - DanceNYC.org
 - E-communications (weekly e-newsletter, advocacy alerts, special bulletins)
 - Social media (facebook, twitter)
- Conduct outreach, training, and provide customer support to grow user-base and activity across platforms, with a focus on DanceNYC.org users (2,800+) and ad buyers
- Regularly assess reach and impact of communications initiatives
- Create adaptive communications policies to engage organizational stakeholders and build revenue streams
- Seek out and manage all online marketing and distribution partnerships
- Resources permitting, lead transition of existing online platforms to open source technology and develop mobile platforms; prioritize integration with the organization's CRM Software (Salesforce)
- Coordinate with vendors and consultants to maintain ongoing leadership in dance service technology
- Coordinate the production of both print and electronic institutional marketing material and ad placements
- Provide graphic design and videography support
- Draft copy for and edit external communications
- Provide additional support to Executive Director as needed

Qualifications

The ideal candidate will have relevant prior marketing experience and be comfortable using Microsoft Office Suite, WordPress, Adobe Creative Suite, CRM Software (Salesforce), Google Applications and social media. Video editing, graphic design, and strong writing and research skills are highly desirable. S/he will be future focused, data driven, strategy minded, and thrive in startup environments. S/he will be methodical and detail oriented, with excellent planning and time management skills, and able to advance multiple projects simultaneously while meeting deadlines. S/he will be current on and comfortably engage with emerging technologies, and demonstrate a commitment to technology solutions in the social enterprise space. S/he will be versed in the arts and culture landscape.

Compensation is hourly and based on experience. Dance/NYC is an equal opportunity employer.

To apply, please send a cover letter, resume, salary requirements, and references by email to Lane Harwell at lharwell@dancenyc.org by April 19, 2013.

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