

Thursday, May 16, 2013

## Urbanity Dance - Marketing and Communications Administrator

To apply: Email cover letter and resume to [betsi@urbanitydance.org](mailto:betsi@urbanitydance.org) or Urbanity Dance, 280 Shawmut Ave, Boston MA 02118 [www.urbanitydance.org](http://www.urbanitydance.org) ► [Share](#) | [Print](#) | [Download](#)

Job Title: Marketing and Communications Administrator

Reports To: Director

Status: Staff, Part-time

Salary: \$10/hr, 10-12 hours a week

Urbanity Dance is looking for a Marketing and Communications Administrator to start as soon as possible. The administrative position is part-time (~12 hours per week).

The Marketing and Communications Administrator will be focused on maintaining and developing Urbanity's brand. Working closely with Board members versed in marketing, this position will be focused on developing print materials, copy for website, social media, press relations, streamlining communications and contributing to blogs and news publications. Every day, Urbanity staff and interns work to push the Urbanity brand out to the community and handle inquiries from potential dancers, students, and donors. It is of the utmost importance that each case is handled personally and with care.

Strong potential for continued growth within the organization.

### Core Responsibilities:

A pivotal new addition to the growing team, the Marketing and Communications Administrator is fully invested in the continued growth of the company, inspired and enthusiastic about the mission, overseeing goals and strategic plan by supporting the Director and larger organization, specifically:

- Working with Urbanity's Board of Directors and company experts, Administrator will spearhead and implement marketing efforts, thinking creatively to grow Urbanity's three pillars: 1) audience/press for the professional company and performances 2) student population (adults and children) and 3) raise awareness about our community programming.
- Excellent writing skills is a must. Administrator will publish articles as contributing writer in various news publications, drafting press releases, updating copy for company website, and maintaining Urbanity's blog.
- Smart marketing and sense of Urbanity's "voice" - Coordinating social media and email marketing campaigns. A design sensibility is preferred, experience with Photoshop is a plus.
- A friendly personality, able to represent Urbanity in the press and media. Outstanding Customer Service to Press and Marketing Contacts: Respond to inquiries in a friendly, timely and effective manner.
- Strong leadership skills: delegating, if needed, to volunteer interns in the most efficient manner possible.

### Qualifications: The ideal candidate will have/be...

- Bachelors degree preferred (in liberal arts or arts administration)
- Efficient multi-tasker
- Strong attention to detail
- Marketing experience and interest
- Interest in non-profit management and/or arts administration
- Computer skills, including Microsoft Office Suite
- Knowledge of Adobe Creative Suite (InDesign, Photoshop, etc.) a HUGE plus
- Excellent communications, writing, and customer service skills
- Interest or experience in photo, video, web editing a plus
- Flexibility, positive attitude, and good work ethic
- Ability to work independently, and as a member of a team
- Enjoy working with children
- Knowledge of or background in dance a plus but not necessary
- A creative spirit and passion for arts education!

Urbanity Dance exists to inspire, engage, and empower individuals and communities through the art of dance and movement.

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