

Monday, October 24, 2016

Editorial Content Manager

Company: Alvin Ailey American Dance Theater
Location: New York, NY

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One of the world's leading dance companies is seeking a self-motivated and detail-oriented team player with superior writing, editing, and proofreading skills. Reporting to the Senior Director of Marketing and Creative Content, this position has a central role in Ailey's digital and print communications. She/he will work with artists and staff from all areas of the organization, including its two performing companies – Alvin Ailey American Dance Theater and Ailey II – as well as The Ailey School, Ailey Extension, and Ailey's Arts In Education and Community Programs.

Responsibilities include:

- Working collaboratively with staff in all departments to develop content that reflects the multi-faceted nature of the Ailey organization and creates connections among program areas
- Publishing relevant, original, high-quality content on Ailey's social media channels, which currently include Facebook, Instagram, Snapchat, YouTube and Vimeo
- Managing the work of other contributors to Ailey's social media channels
- Monitoring and responding to comments and questions posted on Ailey's social media channels
- Evaluating social media analytics on a regular basis to inform ongoing strategy
- Working with Ailey's digital marketing team to devise social media ad campaigns
- Generating email content for monthly newsletters and targeted campaigns
- Creating or updating content on Ailey's website
- Writing/editing content for Ailey print publications, including season brochures and souvenir programs
- Ensuring consistency in 'voice' for all external communications; maintaining house style guide

While primarily working Monday to Friday, the person who takes this job must be willing to monitor and respond on Ailey's social media channels over the weekend. She/he must also be available to work at night for Ailey's two New York gala benefits and some NYC performances, as needed.

Experience and education:

- At least 4 years of experience in copywriting/editing and/or social media
- Prior experience at another non-profit preferred
- Knowledge of and appreciation for dance in general and the Ailey organization in particular
- Photoshop and video editing skills are a plus
- Bachelor's degree

Compensation: Competitive salary with full benefits that include health/dental insurance, Flexible Spending Account, 403(b) retirement plan, and savings on transit/parking.

Job starts Tuesday, January 3, 2017, with some days for transition to be arranged in December 2016.

To apply for this position, please send the following to marketingjobs@alvinailey.org:

- A cover letter summarizing your relevant experience
- A one-page resume
- Contact information for two references

NOTE: Submissions will only be accepted via email; no phone calls or mail submissions. Also, due to the volume of submissions, we are unable to write back individually to everyone who sends in a resume. We will only be in contact if we think you are a strong candidate for this job.

Alvin Ailey Dance Foundation is an Equal Opportunity Employer. Employment is based upon personal capabilities and qualifications without discrimination based on race, color, religion, creed, sex, sexual orientation, national origin, age, disability, marital status, veteran status, citizenship status, or any other protected characteristic as established by law.

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