

Thursday, October 20, 2016

Social Media Coordinator

Company: Dance Theatre of Harlem

Location: New York, NY

Compensation: Hourly - commensurate with experience and education including statutory benefits only.

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Dance Theatre of Harlem, established since 1969, is a multicultural dance institution with an extraordinary legacy of providing opportunities for creative expression and artistic excellence and carries a solid commitment toward enriching the lives of young people and adults around the world through the arts.

Reporting to the Marketing Manager, the Social Media Coordinator is responsible for building and maintaining media campaigns and posts from the app and familiar of the front and backend of the campaigns. Responsibilities include, but are not limited to:

Essential functions

- Create engaging social media content under the supervision of the Marketing Manager across all DTH social media platforms, including Facebook, Twitter, YouTube and Instagram.
- Engage and increase the number of social media followers.
- Support the marketing plan of the Marketing Manager for all DTH related activities associated with the Company, School, Dancing through Barriers and any other activities assigned by the Marketing Manager
- Daily updates, monitoring and posting on social media networks, blogs and forums.
- Develop monthly social media plans in collaboration with the Marketing Manager.
- Online outreach and promotion using Facebook, Instagram, Twitter and more.
- Planning and scheduling meetings.
- Organization of logistics and participation at live events.
- Administrative and operational duties.

Required Qualifications:

- 2-3 years of experience in social media, as well as digital media and e-mail marketing
- Strong understanding of the digital media and marketing landscape, including various social media outlets.
- Technology and mobile/wearable app enthusiast with a passion for the space
- Experience in Microsoft Word, Excel and Power Point.
- CRM, SEM, SEO and event experience a plus.
- Ability to learn and apply new concepts quickly.
- Excellent interpersonal skills.
- Good organizational skills with ability to work well under pressure with tight deadlines.
- Excellent communication skills, written, verbal and presentation.
- Eligibility to work in USA.

Terms and Conditions:

- Part time – Temporary, Non Exempt
- Dance Theatre of Harlem is an equal opportunity employer.

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