

Tuesday, April 18, 2017

Marketing Manager - DF13

Company: Alvin Ailey Dance Foundation
Location: New York, NY
Compensation: Open

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Alvin Ailey American Dance Theater seeks an experienced, personable, self-motivated, idea-generating, and content-creating Marketing Manager for its Ailey Extension division. The Extension offers 80+ dance and fitness classes each week to the public at Ailey's studios in midtown Manhattan as well as occasional workshops in cities across the United States.

The ideal candidate thrives on conceiving and executing marketing plans in a fast-paced work environment and is someone who delivers results. This full-time position, reporting to the Deputy Director of Marketing, holds the following responsibilities:

* Work collaboratively with the Deputy Director of Marketing and the Director of Ailey Extension and her staff to develop marketing content that reflect the multiple programs and high energy of Ailey Extension, while maintaining the Ailey organization's overall brand elements and creative direction. Regular activities include:

- * Creating and updating website content, including blog posts
- * Writing and editing content for Extension print publications
- * Writing and editing emails and other digital content
- * Designing signage, flyers, emails, online ads, etc.

Arrange and oversee video and photo shoots

Strategize and implement a social media plan, assisted by part-time Instagram contributor

Run weekly Extension marketing meeting, providing sales reports and other updates

Set up ticketing and manage ticket sales for Extension showcase performances

Coordinate special promotional events with Extension and PR teams

Manage the Extension marketing budget

Other tasks, as required

While primarily working Monday to Friday, 10am-6pm, the person who takes this job must be willing to work some nights and weekends.

Required Skills, Experience and Education:

* The ideal candidate will have at least 4 years of experience in marketing classes to the public, or related experience within the arts or fitness industries

- * Experience with traditional and digital marketing
- * Strong writing skills
- * Knowledge of Photoshop and InDesign
- * Familiarity with CMS is essential; this job involves HTML coding, and updating MindBody and Drupal software systems
- * Bachelor's degree

To apply for this position:

Please click on the "Apply Now" link below and upload one file (accepted formats include .doc, .docx, .txt, or .pdf) that contains the following items:

- * Cover letter detailing your interest in this position
- * Resume
- * Contact information for three professional references

No phone calls, please.

To apply for this position, please use the following URL:

https://ars2.equest.com/?response_id=9a58e96f0dd68f2bfda9ba2e081d301f

Alvin Ailey Dance Foundation
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