

Wednesday, October 11, 2017

Youth Education Marketing Manager

Company: BAX/Brooklyn Arts Exchange
Location: Brooklyn, NY
Compensation: Hourly rate: \$14-\$16/hour

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BAX/Brooklyn Arts Exchange, located in Park Slope, Brooklyn, is seeking a part-time Youth Education Marketing Manager who will work directly with BAX's Marketing & Communications Director and Education Department to support communication with audiences, families, and students about youth programs, events, classes and workshops at BAX.

The position will join the Marketing Department comprised of the Marketing & Communications Director, Artist Services Marketing Manager, part time Graphics Designer, and one-two interns and volunteers. This position is integral to the smooth operation of the marketing department and acts as project manager for all youth education marketing initiatives.

This is a 20 hour a week year-round position.

The work schedule will be set upon hiring. Please note that working full days on Mondays and Fridays will be required; and that while weekends are usually off, attendance will be mandatory at some weekend events such as street fairs, expos, and youth performances/events.

Duties include (but are not limited to):

INTAKE, ORGANIZE AND ARCHIVE

collaborate with the Marketing and Education Directors and Managers to create and monitor department initiatives and timelines
manage the intake and archiving of content and information for education programs and events
sending out reminder communications asking for content from education and other departments
maintain paper and digital archival files

BRAINSTORM / STRATEGIZE

support Marketing and Education Directors in creating strategies and actionable plans to promote/market education programs and events
research and implement new initiatives, platforms, and best practices as it relates to supporting new and existing family audiences at BAX

IMPLEMENTATION

assess, implement, and monitor specific tasks necessary to manifest department goals and initiatives
assist in the maintenance of the Youth Education website and research new functionality
implement youth education email-based marketing initiatives
build and send BAXnews (our monthly email newsletter)
maintain postings on parent listservs, blogs, and other outreach websites
maintain the tasks and events calendar on Google and FreedCamp
Create, update, monitor, and share BAX youth events through various social media platforms (Facebook, Twitter, Instagram, Tumblr)
Database maintenance

DEPARTMENTAL LIAISON

assist in managing interdepartmental communications
assist in managing the interns/volunteers

THE IDEAL CANDIDATE

is organized and attentive to detail
works well autonomously
is unafraid to ask questions
has experience with Microsoft Word, Excel, Publisher and database software
has a basic understanding of HTML (experience with WordPress a plus)
is experienced with various Social Media platforms
is interested in the performing arts and youth arts education.

is willing to learn

Interviews will be scheduled starting in late October until position is filled. Position will start immediately with paid training.

TO APPLY:

Please email a Cover Letter and Resume to Search@bax.org (NO PHONE CALLS PLEASE)

Be sure to include "YOUTH EDUCATION MARKETING MANAGER" in the subject line as we may have multiple job openings.

To learn more about BAX and BAX Youth Education, please visit bax.org and youth.bax.org

BAX/Brooklyn Arts Exchange is an equal opportunity employer committed to creating and developing an inclusive staff team. People of color and individuals of diverse backgrounds are strongly encouraged to apply. Strongest candidates will familiarize themselves with BAX's mission statement, community, and programs. Your cover letter should include why BAX's goals and work align with your career goals and your pursuit of this particular opportunity.

ABOUT BAX

BAX/Brooklyn Arts Exchange, founded in 1991, is a community based performing arts center dedicated to developing artists of all ages, from children to professionals. The organization offers community access to arts and culture, supporting the creation of new work by emerging artists, engaging diverse audiences and providing arts education to youth and families. BAX has intentionally constructed an environment where children study and professional artists create under the same roof. Students are mentored by professional directors and choreographers. The organization's distinct focus on developmental process makes it a nurturing incubator for experimental dance and theater artists and is an important advocate for underrepresented voices in the New York City performing arts community.

BAX welcomes students, families, faculty and artists to BAX, an organization with a core commitment to social justice. In keeping with BAX's mission to "encourage artistic risk taking and stimulate dialogue among diverse constituencies" we intentionally and purposefully support the voices of underrepresented individuals and groups of all origins, ages, abilities, races, sexual orientations, and genders including - trans identified individuals, or those with varied immigration statuses. All our constituents join an organization whose staff and Board is actively engaged in challenging the manifestations of whiteness, able-bodiedness and privilege as part of our ongoing anti-racist efforts and our other anti-oppression, pro-inclusion work.

BAX/Brooklyn Arts Exchange
421 5th Avenue
Brooklyn, NY, 11215
718) 832-0018
<https://drive.google.com/file/d/0B6auLmK1YPTqYTVsSG90R2pJN3M/view?usp=sharing>

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search@bax.org

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