

Monday, July 2, 2018

## DanceMedia -- Marketing Coordinator

Company: DanceMedia  
Location: New York, NY

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### DanceMedia -- Marketing Coordinator

DanceMedia, a New York-based performing arts media company, is looking for an adaptable, motivated, self-starter to serve as a Marketing Coordinator. The Marketing Coordinator reports to the Publisher and works closely with the Director of Marketing Services. This pivotal position requires excellent attention to detail, tremendous written and verbal communication skills and an ability to work on a team. There is opportunity for growth, collaboration and career path. Work will be performed at our midtown Manhattan office (near Penn Station) but will also require some offsite events with occasional evening and weekend hours.

Responsibilities include (but are not limited to):

- Support overall advertising sales efforts for five brands (print publications, websites and newsletters).
- Managing ongoing, inbound/outbound sales materials.
- Proficiency with Adobe InDesign and Adobe Photoshop.
- Design and execute all internal/external marketing materials.
- Report on results of all executed digital advertising campaigns.
- Design and execute marketing materials as needed.
- Manage digital creative. Includes interfacing with clients via phone/email.
- Approve all digital drafts for publication with Director of Marketing Services.
- Design all publicity material for special events. (i.e. Dance Magazine Awards, Dance Teacher Summit, UDMA shows, etc).
- Dance Magazine Awards support.
- Provide customer service internally and externally.
- Assist with house ad creation.
- Assist with *Dance Expo* and future new products.
- Assist with digital and sponsored campaigns – including creation and execution of articles, newsletters and social programs.
- Reporting on digital campaigns.
- Special events support (i.e. *Dance Magazine Awards*, *Dance Teacher Summit*, *UDMA* shows, etc)

### About Us

DanceMedia is America's most authoritative voice in dance. We are the publishers of four highly respected consumer magazines *Dance Magazine*, *Dance Spirit*, *Dance Teacher* and *Pointe*) as well as *Dance Retailer News*. Furthermore, DanceMedia's multichannel platform includes engaging digital, web, mobile and social media products that target professional/amateur dancers, instructors, competitions and patrons, as well as select industry professionals.

Successful candidates will have a passionate interest in the art of dance. If you personally have dance training or performance in your background, please indicate this within your correspondence. All applicants will have earned a bachelor's degree from an accredited four-year university or college. Recent graduates are welcome to apply. Please submit your CV along with a brief description as to why we should consider your candidacy to Scott Verchin, Publisher – [sverchin@dancemediamedia.com](mailto:sverchin@dancemediamedia.com). This is a full-time position, which includes a salary plus benefits (medical/dental/FSA/401(k)). EOE.

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