

Wednesday, October 23, 2019

Ballet Hispánico - Marketing Associate

Company: Ballet Hispánico
Location: New York, NY

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Job Description

Ballet Hispánico is the leading Latino dance organization in the United States. As an American arts institution, we provide artists, young people, and communities of color a platform for creative immersion. As a cultural ambassador to the world, Ballet Hispánico brings people together to celebrate the depth and beauty of Latino cultures. Nearly 50 years ago, the organization's founder, National Medal of Arts recipient Tina Ramirez, sought to give voice to the Hispanic experience and break through the stereotypes of her time. Today, acclaimed choreographer and former company member Eduardo Vilaro leads Ballet Hispánico and its mission of providing social equity, cultural identity, and quality arts education for all.

As we approach our 50th anniversary in 2020, the Marketing Coordinator will play a key role in branding Ballet Hispánico's world renowned Dance Company, exciting nationwide education programs, cultural community engagement events, and Development initiatives. Reporting to the Senior Director of Marketing & Communications, the Marketing Coordinator is a key member of the team and works closely with senior leadership and artistic staff to create compelling collateral for the Company, School of Dance, Development and Community Arts Partnerships departments. The ideal candidate is creative, innovative, organized, detail-oriented, team player with content marketing experience, Adobe Creative Suite design skills, and a minimum of 2 years of experience in marketing.

Responsibilities

- Provide marketing content to booking agent, presenters and venues for Programs. Manage the distribution of approved multimedia content while managing competing deadlines domestically and internationally
- Collaborate and develop content for the digital marketing efforts for all areas of the organization, including content strategy for social media, e-mail marketing, and website inclusive of analytics
- Collaborate with all departments to develop and refine branding materials that drive engagement and results
- Support the execution of the Company's New York performances Multimedia Advertising Plan, Promotions and Merchandise Sales
- Manage merchandise sales for the Company & School of Dance, creative approval process, order requests and on-site sales during our NY Season
- Maintain repository of photos, videos, presenters portal, and media library
- Work collaboratively across the organization to ensure adherence to branding guidelines

Essential Skills & Qualities

- Bachelor's degree required (preferably in a marketing field, such as Content Marketing, Digital or Advertising) and at least 2 years of experience in Marketing, preferably at a nonprofit organization
- Proficient in Adobe Creative Suite (Photoshop, InDesign, Illustrator) & Microsoft Office Suite
- Experience creating engaging materials on a variety of platforms: print, social media, email marketing, newsletters, etc.
- Social media savvy, google analytics, google suite, Facebook business and Instagram content
- Genuine interest in and commitment to Ballet Hispanico's mission
- Strong interpersonal skills a must
- Proactive with the ability to work on multiple projects efficiently

- Flexible and adaptable
- Energetic and eager to tackle new projects and ideas
- Team-oriented, positive attitude, sense of humor
- Self-motivation and keen eye for detail
- Ability to work efficiently on multiple projects and meet tight deadlines
- Experience working with print production and e-mail marketing is a plus
- MINDBODY and Sales Force proficiency a plus but not required

Compensation and Benefits

This is a nonexempt position that will report to the Senior Director of Marketing & Communications. Ballet Hispánico offers a competitive salary and benefits package with generous paid time off and perks to support a healthy work-life balance.

How to Apply

If you wish to be considered, please send a cover letter, resume, and writing samples to Iliana Carlo at ICarlo@ballethispanico.org

Ballet Hispánico is an Equal Opportunity Employer.

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For more information:
Iliana Carlo

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