

Thursday, February 20, 2020

PRAXISPACE website and marketing manager

Company: Alexandra Beller/Dances
Compensation: \$25/hr

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PRAXISPACE manager
App. 10 hours/month at home \$25/hr

Alexandra Beller/Dances is looking for a site and marketing manager of their artistic community site PRAXISPACE (praxispace.com). The position is responsible for managing the site and spearheading marketing initiatives to grow members, including cross-collaborations, sending regular press releases, exploring print and web stories and organizing interviews with Alexandra. The position is largely self-driven and we are looking for a motivated person to grow into the position. Experience in marketing for arts organizations required, in dance or performing arts preferred.

Duties include website upkeep and marketing management including:

Attending monthly meetings with AB/D administrative staff, Company Manager and Artistic Director and coordinating additional meetings as needed with Artistic Director

Coordinating with AB/D graphic designer as needed to build new imagery for emails or website

Creating and sending regular press releases

Investigate, initiate and organize regular Cross promotional collaborations, engage with social media campaigns, initiate marketing pushes throughout the year

Exploring print and web story possibilities

Crafting creative marketing campaigns through Facebook, Instagram, Twitter, and exploring new platforms PRAXISPACE can engage with

Creating marketing identity for PRAXISPACE under the umbrella of Alexandra Beller/Dances

Sending weekly emails to members as well as potential members

Managing 2-3 work study PRAXISPACE moderators for content posting

Finding relevant articles to the site, making into PDFs and posting them, adding other articles as people suggest additions

commenting on videos, adding post threads for discussion on video board

Initiating a member spotlight each month to highlight via email

Helping build 4 "what's new on praxispace this week" emails per month as well as emailing a monthly essay and score from Alexandra

As able, being involved in monthly community Zoom meetings (last friday of every month at 2pm)

Organizing 2 "praxispace in person" events in July and Dec. in NYC to film, then adding those videos to Vimeo and the PRAXISPACE site

Coordinating with Education Manager to Schedule flyering, poster, and mailings in collaboration with an intern as needed (1-2 times per year)

Necessary skills:

High proficiency with Mailchimp

High proficiency managing a Wordpress site including management of subscription memberships

Basic HTML/CSS knowledge

Ability to create marketing copy and high proofreading skills

Position to be filled immediately. Please write a brief cover letter in the body of the email and attach resume to Katieabdances@gmail.com with the subject line "PRAXISPACE position" no later than March 4, 2020. Interviews will be held March 5-8, 2020 with an immediate subsequent start date.

Alexandra Beller/Dances
praxispace.com

For more information:
Katie
katieabdances@gmail.com

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