

Monday, November 16, 2020

DANCE NOW MARKETING & COMMUNITY BUILDING MANAGER

Company: DANCE NOW

Compensation: \$25/hr, averaging 40 hours per month

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DN seeks a contract-based Marketing & Community Building Manager to work as part of the DN Team to manage and grow its marketing and outreach capabilities to build stronger audience engagement, drive event attendance, and increase the organization's visibility within the national dance community.

DN is a presenter, as well as a community of artists. Therefore our engagement is intended to build and maintain audiences, as well as grow connection between our expanding network of artists.

Status: Contract. Average 40hrs/month at \$25/hr

Start Date: As soon as possible, or by January 4th, 2021

Reports to: Executive Director, Robin Staff

Supervises: Interns, Volunteers

Coordinates with: General Manager, Lauren Parrish and Executive Director, Robin Staff

Objectives of the Marketing & Community Building Manager Role:

- Set short and long term goals for audience and community growth, diversification and engagement with other DN Team members.
- Identify target audiences and develop marketing and communication strategies in line with the organization's mission, branding and specific objectives.
- Lead the execution of marketing and engagement campaigns from start to finish, leveraging internal support and driving collaboration with the DN artist community.
- Analyze community response, market trends, and keep abreast of best practices to build successful strategies.
- Develop and streamline workflows to create sustainable and consistent marketing and communication.
- Create meaningful relationships through email, website, and social media channels, as well as events to market current and future programming, and to also raise organizational awareness.

Daily and Monthly Responsibilities

- Work in partnership with the DN Team to guide marketing direction and meet DN goals via email, Slack and twice weekly Zoom meetings.
- Create and disseminate collateral and copy for all marketing and communication to DN Team members, including an intern, to ensure the alignment of communications and messaging across all channels.
- Supervise interns by assigning and coaching them through social media use as needed to increase DN marketing reach and effectiveness.
- Use Google analytics and social media analytics to identify effectiveness and impact of current marketing initiatives, gather audience insights to inform outreach strategies and increase digital sales and engagement.
- Participate in events 2 - 3 times a month to build personal relationships with members of DN's artist community.

Skills and Qualifications

- 3+ years experience in marketing for small nonprofits, arts organizations or event-based hospitality industries
- Proven experience developing marketing plans and campaigns
- Excellent written and verbal communication skills
- Strong project management, multitasking, and decision-making skills
- Experience with marketing automation and CRM tools, specifically Memberpress
- Mailchimp, GSuite, Wordpress, Facebook, and Instagram skills necessary
- Canva and video editing tools a plus.
- Familiarity with the New York City dance community preferred
- A strong ability to set personal goals and timelines with a significant acumen and interest for working remotely.

DANCE NOW has a commitment to inclusivity, diversity, equity, and accessibility. DN is actively working to improve in all areas and is open to

critique on all aspects of its presentation and operation to improve transparency and accountability. DN has recognized that its current leadership and staffing does not accurately represent the make-up of the dance community it serves. DN strongly encourages BIPOC candidates to apply as well as candidates from communities under-represented in the dance field.

DANCE NOW
dancenownyc.org AND dancenow.online

For more information:
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