

Monday, July 12, 2021

## Dance Teacher and Dance Business Weekly Seeks Editor in Chief

Company: Dance Media

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Compensation: Please include salary requirements with your cover letter

*Dance Teacher* is for dance educators everywhere—from K-12 to private studios, conservatories to universities. We bring teachers everything they need to nurture the next generation of dancers: Expert advice on creating a healthy learning environment, best practices for managing a strong studio business, the latest trends in costumes and choreography, and tips for communicating with both dancers and their parents.

*Dance Business Weekly* brings dance retailers, studio owners, dancewear manufacturers and other industry leaders the trends, tools and tactics they need to keep their dance businesses thriving. Every week, we deliver of-the-moment content directly to your inbox—from marketing advice to financial tips to social media trends and more. We're dedicated to keeping the small dance business economy strong. DBW has expanded to hosting business webinars and virtual events for studio owners and retailers.

### Responsibilities:

- Shape all content for Dance Teacher and Dance Business Weekly brands.
- Assign, edit and write 7 to 10 stories per week, working closely with freelance writers and the DT and DBW teams to brainstorm story ideas and overall editorial strategy
- Define web strategy for DT and DBW, overseeing all social media, newsletters and other products on all platforms
- Lead regular meetings to discuss content planning, concepts and events
- Develop and host webinars and sponsored content that informs our audience of the latest teaching tools and business products
- Host special events such as the annual Dance Teacher Awards and dance retailer virtual seminars, and represent the brands at industry events
- Contribute to content teams for other Dance Media brands and take on other editing and writing assignments as needed
- Work closely with commercial team on product development and execution

### Skills & Qualifications:

- A deep knowledge of the dance industry, ideally including familiarity with dance education and/or dance retail and business
- Minimum of 3 years of journalism experience
- Exemplary writing and editing skills
- Strong leadership skills
- A collaborative, creative spirit in working toward content and commercial goals
- Ability to thrive in a fast-paced environment

The successful candidate will be well-organized, know what makes for a good narrative, love a beautifully written sentence, and ready to jump in and immediately contribute to our deadline-driven team atmosphere. This is a remote/WFH position with some travel for event purposes.

To apply, please send a cover letter including your salary requirements, resume, and two clips or links to your published writing to Raymond Mingst at [rmingst@dancemedia.com](mailto:rmingst@dancemedia.com) and Jennifer Stahl at [jstahl@dancemedia.com](mailto:jstahl@dancemedia.com).

Dance Media

For more information:

Jennifer Stahl

[jstahl@dancemedia.com](mailto:jstahl@dancemedia.com)

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