

Thursday, December 9, 2021

Administrative & Marketing Coordinator- Steffi Nossen School of Dance

Company: Steffi Nossen School of Dance
Location: White Plains, NY
Compensation: \$34,000- \$38,000 Annually

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Administrative & Marketing Coordinator

Position Overview:

The Administrative & Marketing Coordinator will perform a variety of administrative and clerical tasks, including providing support to the Executive Director, Managers and faculty, while assisting in daily office needs and managing general administrative activities. The Administrative & Marketing Coordinator will also be responsible for working with the Executive Director and Communications Relations Director in planning, development, and implementation of all of the organization's marketing strategies, marketing communications, and public relations activities, both external and internal. This position will also be responsible for editorial direction, design, production, and distribution of all organization publications.

Administrative Responsibilities:

- Act as the point of contact for all new and returning students/families
- Organize and schedule registrations for new and returning students and studio rentals
- Maintain current online database MindBody
- Building class and tuition schedule, maintaining contact lists, enrollment
- Assist Business Manager with managing student accounts, including billing, payment plans, scheduling payment
- Assist in the preparation of regularly scheduled enrollment reports
- Organize and prepare all financial aid applications for Board review
- Order and maintain all office supplies

Marketing Responsibilities:

- Oversee the operation of website and email marketing program
- Support the development of branding and school identity, including creation and publication of all marketing materials in line with marketing plans including flyers, postcards, advertisements, eblasts, social media posts (FB, Twitter, Instagram)
- Develop the marketing strategy and campaigns with Executive Director in line with the organization's objectives, including promotional calendars and programs, new class introductions, performances, and other marketing projects
- Planning and implementation of promotional campaigns
- Improving and management of lead generation campaigns, measuring results
- Monitoring and reporting on effectiveness of marketing communications
- Developing and managing marketing costs and budgets
- Providing analytics / review of all marketing campaigns
- Manage all mass mailings (bulk mail & Constant Contact emails)

Qualifications:

The successful candidate will have a college degree in an arts-related field, preferably in arts management or administration, and real world experience working for non-profit cultural organizations, preferably a dance school or dance company.

The position requires excellent oral and written communication skills and the ability to organize work using tools such as MS Office, with expertise in Microsoft Word, PowerPoint, InDesign, Photoshop, and Excel.

Candidate must be client-focused and self-motivated while demonstrating excellent communication and interpersonal skills.

The organization is seeking a candidate who has experience creating marketing plans, conducting market research and statistical analysis, and developing budgets. He or she will have familiarity with the creative side of marketing and design.

Full-time Position: 36-40 hours/week

5 days a week, must be available on Saturdays (will have one day off a week Monday-Friday)

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