

Monday, February 28, 2022

## A.I.M Marketing and Communications Manager

Company: A.I.M by Kyle Abraham

Location: New York, NY

Compensation: \$55,000-\$65,000 commensurate with experience

► [Share](#) | [Print](#) | [Download](#)



BY KYLE ABRAHAM

Location: New York, NY (remote applicants welcome)

Reports to: Executive Director

Status: Full-time

Salary: \$55,000 - \$65,000 commensurate with experience; comprehensive benefits package including medical, dental, vision insurance, paid-time off, paid sick leave, matching retirement plan.

Application Deadline: open until filled; applications received by March 25 will be prioritized. While this position is envisioned as a full-time staff member, we are open to proposals from consultants.

Ideal Start Date: April 2022 - May 2022

A.I.M by Kyle Abraham seeks a highly motivated and proactive individual to join its growing staff as Marketing and Communications Manager. The Marketing and Communications Manager will lead and oversee creative and strategic communications. A key member of a small but dynamic team, this role further supports the advancement of the organization by increasing the visibility of A.I.M and aiding in the expanding connection to community.

Reporting to the Executive Director, the Marketing and Communications Manager works in partnership with the Artistic Director; works closely with the Press Agent, General Manager, and Development team; and will oversee the Marketing Associate. This position presents a unique opportunity to support a company with significant opportunities for growth and a bold and ambitious artistic vision. Remote applicants are welcome.

### About the Company

Founded in 2006 by award-winning choreographer Kyle Abraham, A.I.M by Kyle Abraham is a Black-led contemporary dance company that provides multifaceted performances, educational programming, and community-based workshops. The mission of A.I.M by Kyle Abraham is to create a body of dance-based work that is galvanized by Black culture and history. The work, informed by and made in conjunction with artists across a range of disciplines, entwines a sensual and provocative vocabulary with a strong emphasis on music, text, video, and visual art. While grounded in choreographer Kyle Abraham's artistic vision, A.I.M draws inspiration from a multitude of sources and movement styles. For more information, please visit [aimbykyleabraham.org](http://aimbykyleabraham.org).

A.I.M provides equal employment opportunities to all employees and applicants for employment. A.I.M prohibits discrimination and harassment based on gender, race, national origin, religion, age, sex, sexual orientation, gender identity, pregnancy, citizenship status, disability, veteran status, or marital/partnership status. A.I.M values a diverse workplace and strongly encourages applications from ALL qualified candidates.

### KEY ROLES AND RESPONSIBILITIES:

#### General Marketing

Create, champion, and implement organizational brand and marketing strategy ensuring a unified voice and consistency throughout all channels

Honor A.I.M's artistic vision, excellence and innovation as defined by the Artistic Director

Develop and manage marketing plans, calendar, and corresponding budgets to support organizational goals and activities/programs, and fundraising activities

Work with Marketing Associate to create compelling institutional marketing collateral while identifying new marketing elements for consideration

Establish parameters for photo/video approval and data management in collaboration with Artistic Director and Press Agent

Consider and implement accessibility accommodations and guidelines for all organizational marketing efforts and initiatives

Provide analytical reports and recommend ideas and solutions

Provide direction and supervise marketing support staff and interns

#### Digital Marketing

Provide project management support for all digital campaigns, website work/upkeep, and email communication

Develop and oversee social media activity (instagram, facebook, twitter, youtube, linkedin) with special attention paid towards consistency, tone, branding, growth, engagement, exchanges and analytics

Plan and execute email strategy through Mail Chimp, creating content for monthly company eblast and special email campaigns in collaboration with Press Agent

Manage marketing database, lists, and engagement metrics

Manage sites including Google Analytics, Google Grants, Google Ads

#### Programming and Touring

Serve as primary marketing liaison for venue presenters; providing promotional materials (print and digital) and ensuring compliance with contractual obligations

Coordinate photography (including dancer headshots) and video recording with venues and independent photographers and oversee promotional video editing process

Proof program and communication materials, and check venue websites to ensure information is accurate and appropriate

Support A.I.M merchandise design process with the Artistic Director

#### Press and Publicity

Work with Press Agent to ensure alignment with organizational visibility and synergy between marketing and editorial calendars

Develop and design annual press kits

#### IDEAL CANDIDATE

Experience with arts marketing, specifically performing arts with a clear understanding of and love of dance

Excellent written and verbal communication skills

Eye for design and campaign management with basic graphic design skills

Motivated and resourceful self-starter bringing new and fresh ideas

Able to think ahead, maintain self-driven initiative, and exercise excellent decision making skills

Project management skills, social media and digital marketing skills

Highly collaborative team player

Ability to work well under pressure, manage multiple projects and meet deadlines with little to no supervision

Basic video editing skill a plus

COVID-19 vaccination or willingness to receive COVID-19 vaccination

Application: To apply, please email a cover letter, resume, and at least three references to [jobs@aimbykyleabraham.org](mailto:jobs@aimbykyleabraham.org) and include "Marketing and Communications Manager" in the subject line. All applications and expressed interest in this position will be handled confidentially. No phone calls please.

---

A.I.M by Kyle Abraham  
New York, NY  
[www.aimbykyleabraham.org](http://www.aimbykyleabraham.org)

---

For more information:  
Sydnie Liggett-Dennis  
[jobs@aimbykyleabraham.org](mailto:jobs@aimbykyleabraham.org)

[< back](#)

[previous listing](#) • [next listing](#)