

Monday, March 28, 2022

Communications Manager

Company: Cumbe: Center for African and Diaspora Dance
Location: Brooklyn, NY
Compensation: \$25-27 per hour

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Communications Manager

The Digital Marketing Manager and Communications Manager work collaboratively to create a marketing and communications strategy for the organization. This collaboration is in sync with Cumbe's overall needs and goals. As co-leaders, they will fuse their expertise in their designated areas to grow our audience and improve our relationship with the community.

The Communications Manager will create and implement branding, marketing and public relations strategies that compellingly tell Cumbe's story, build Cumbe's relationship and loyalty with audiences, and directly contribute to increased revenue opportunities/streams. This role is meant to be the organization's voice in the industry and among peers, established community and physical community. The goal is to increase visibility, recognition & prestige, establish a voice in the world, tell the story of the organization and its community. Think of this as the 'hype person' or spokesperson arm of the Marketing and Communications department.

What You'll Do

Branding

Refine existing branding efforts to ensure a consistent look and feel, persuasive messaging and excellent customer experience

Strengthen, in collaboration with all Cumbe staff, key aspects of the Cumbe brand including: signage and way-finding systems in Cumbe spaces, physical space design and signature program elements

Manage and maintain the Cumbe Style Guide including making and/or delegating updates as needed

Strategy, Management and Coordination

Develop an annual communications strategy in collaboration with the Marketing and Communications Department

Implement communications strategy in collaboration with communications team

Hire and supervise staff and consultants on communications team

Develop and refine tracking and evaluation systems for all communications activities

Manage Cumbe's communications budget

Website: Update the website as needed, including redesign, keeping UX in mind. This work may also be handled by a Communications & Marketing Assistant

In-Person Marketing

Strategize, implement, and delegate among the communications team all promotional activities, print and in-person advertising campaigns and participant engagement initiatives including:

oversee development of print materials such as postcards, flyers, brochures, print ads and signage

street outreach (this includes coordinating Cumbe's existing street team staff)

print advertising

cross-promotion, partnerships, and other community relationships

Work with senior staff to determine and assess pricing, discounts, and sales for Cumbe programs

Public Relations

Increase brand awareness, clarify brand experience and personalize what Cumbe means to participants through participation in public events (e.g. presence at summer festivals, conference presentations), interviews and other public facing opportunities.

Develop P.R. materials including media kits, talking points, news releases, website content and fact sheets on organizational programs, initiatives and key messages.

Secure articles and other media opportunities.

Community Management

Partnership, Networking & Cross-Promotions: Identify influencers, celebrities, tastemakers, organizations and marketing partners for content and relationship-building opportunities throughout the year. Manage these relationships and incorporate them into Cumbe's overall strategy where appropriate.

Email Marketing: Generate and schedule e-blasts to circulate news and announcements to the community and potential audiences. E-blasts are sent to students, potential students. This work can also be handled by a Communications & Marketing Assistant.

Storytelling: Identify newsworthy stories, historical elements, highlights and features within the organization and its community to share with press and current community members.

Qualifications:

3+ years of communications experience

BA/BS, preferably in Public Relations, Journalism, Communications or other relevant discipline

Someone who is familiar with industry trends, can create brand voice easily, and has PR contacts.

Intermediate proficiency in Photoshop & Premiere within the Adobe Creative Suite

Has a successful track record designing, executing and assessing effective branding and public relations strategies

Understands African and Diaspora cultures and is committed to racial justice

Possesses exceptional analytical, verbal and written communication skills

Demonstrates strong project management and organizational skills, attention to detail and the ability to manage multiple priorities simultaneously

Tackles challenges with creativity, enthusiasm and a sense of humor

Enjoys working collaboratively and in a fast-paced, creative environment

Is available to represent Cumbe at evening and weekend events

A good working knowledge of key softwares including Adobe Creative Cloud, Google Apps, Squarespace, and an understanding of HTML and CSS is a plus

Location:

75% remote 25% in studio/at events in Brooklyn, NY

Compensation:

\$25-27 per hour depending on experience. This is a part time position requiring 30 hours weekly.

Perks:

Paid time off

Professional Development

Flexible Schedule

Discounted classes

Hang with cool people

Access to cool arts events, organizations and partners

Start Date:

ASAP

Interested?

Contact: jobs@cumbedance.org. Please put "Communications Manager" in the subject line. Please include a cover letter and resume.

Selected candidates will receive an invitation to interview with our current Director of Communications. In the second round, candidates will be invited to produce sample work, for which we will offer a small stipend to compensate for your time. A second interview will take place with the management team.

Cumbe: Center for African and Diaspora Dance
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For more information:
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jobs@cumbedance.org

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