

Monday, May 9, 2022

## Content Writer, External Affairs

Company: Alvin Ailey American Dance Foundation  
Location: New York, NY

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### ORGANIZATIONAL OVERVIEW

Founded in 1958 by the pioneering dancer, choreographer, and cultural leader Alvin Ailey, Alvin Ailey American Dance Theater (AAADT) is one of the world's premier dance companies and America's largest modern dance organization. The nonprofit Alvin Ailey Dance Foundation is the umbrella organization which supports five main program areas: AAADT; Ailey II; The Ailey School; Ailey Arts In Education & Community Programs; and Ailey Extension.

The Ailey organization's permanent home is in midtown Manhattan at The Joan Weill Center for Dance, the largest complex dedicated solely to dance in the city, which includes 16 dance studios, two academic classrooms, and a 270-seat black box theater.

Since 1958, AAADT has performed in 71 countries for more than 25 million people at venues across the globe, as well as tens of millions more via films, TV, and online platforms. The Company's repertory includes more than 250 works by more than 100 choreographers. In 2008 AAADT was declared a "vital American cultural ambassador to the world" by a resolution of the U.S. Congress. Before Alvin Ailey's death in 1989, he named legendary dancer and choreographer Judith Jamison as his successor. She led the Company to new heights for 21 years before she, in turn, selected the renowned choreographer Robert Battle to become Artistic Director in 2011.

Founded in 1969, The Ailey School (originally called Alvin Ailey American Dance Center) offers pre-professional and professional training to thousands of students ages 3 to 25 annually, including a Bachelor of Fine Arts program in dance offered in association with Fordham University.

Launched in 1974, Ailey II (originally called Alvin Ailey Repertory Ensemble) is now universally known for merging the spirit and energy of the country's best young dance talent with the passion and creative vision of today's most outstanding emerging choreographers. Ailey II is comprised of 12 promising young dancers who stay for 2-3 years before moving on to other dance companies or the commercial dance sector.

Ailey Arts In Education & Community Programs provide thousands of people of diverse ages and backgrounds the chance to explore their creative potential through a range of programs, including workshops, residencies, performances, and AileyCamps.

Founded in 2005, Ailey Extension offers dance and fitness classes open to the public in a variety of techniques, including ballet, West African, Horton, and Zumba.

The Foundation is governed by a Board of Trustees, currently led by Chairman Daria L. Wallach and President Anthony S. Kendall. Artistic Director Robert Battle and Executive Director Bennett Rink jointly oversee an artistic and administrative team of about 100 full-time employees and about 300 part-time or seasonal staff, including the dancers from both companies, and teachers and musicians for the School, Extension, and Arts In Education programs.

### POSITION OVERVIEW

Alvin Ailey Dance Foundation seeks a dedicated content writer to craft superb content for our website, blog, promotional materials, fundraising decks, reports, press releases, internal communications, and additional institutional materials. The content writer will work with others to better understand project expectations, participate in the brainstorming process, and conduct research to develop or support writing. They will create editorial guidelines to be followed by the rest of the organization, proof all content, and develop and maintain the institution's voice throughout all platforms. The content writer should keep abreast of the latest SEO techniques and develop and pursue strategies to increase reader engagement with the Digital Marketing Manager.

Key areas of responsibility include but are not limited to:

- Conduct in-depth research on related topics in order to develop compelling, original content.

- Develop content for website, blogs, programs, brochures, fundraising decks, reports, press releases, internal communications, and additional institutional materials.

- Assist the marketing, PR, and development teams in developing content for marketing campaigns, press materials, fundraising documents, speeches, and internal communications.

- Proofread content for grammatical errors and institutional voice.

- Edit and polish existing content to improve readability.

- Create compelling headlines and body copy that will capture the attention of the target audience.

Skills/Qualifications:

Bachelor's degree in communications, marketing, English, journalism, or related field  
Proven content writing and copywriting experience  
Exceptional writing, editing, and research skills  
Understand SEO best practices and keyword usage  
Ability to adapt to the varying needs within the organization  
Working knowledge of content management systems  
Proficient in all Microsoft Office applications  
A portfolio of written materials  
The ability to work in a fast-paced environment  
The ability to handle multiple projects concurrently  
Efficient, motivated, and detail oriented  
Effective communication skills  
Performing arts/dance background/interest a plus

To apply for this position click on the apply link and upload one file (accepted formats include .doc, .docx, .txt, or .pdf) that contains the following items:

Cover letter detailing your interest in this position  
Resume  
Contact information for three professional references

Applications will not be considered without these items.

No phone calls please.

Alvin Ailey Dance Foundation is an Equal Opportunity Employer. Employment is based upon personal capabilities and qualifications without discrimination based on race, color, religion, creed, sex, sexual orientation, national origin, age, disability, marital status, veteran status, citizenship status, or any other protected characteristic as established by law.

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