

Thursday, June 30, 2022

Marketing & Communications Manager

Company: Cumbe Center for African and Diaspora Dance
Location: Brooklyn, NY
Compensation: \$27 - \$30

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Marketing & Communications Manager

Cumbe is a home for African and Diaspora dance and music. Through classes and cultural programs, we invite everyone to immerse themselves in the joy and vitality of rhythms from Africa, the Caribbean and the Americas. Cumbe champions African and Diaspora culture as a vibrant legacy for people of African descent and as an exuberant source of power, spirit and knowledge for all.

The Marketing and Communications Manager will take the lead in communicating Cumbe's vision and value to our community. They will manage the Marketing and Communications department and be responsible for developing goals, strategies and action plans; have direct responsibility for branding, communications, promotional activities, partnerships and public relations; and manage the digital marketing work performed by the Marketing Coordinator and a marketing consultant.

Responsibilities

Strategy, Management and Coordination

Develop and manage implementation of Cumbe's communications and marketing strategy

Develop tracking and evaluation systems

Manage the Marketing & Communications team and budget

Branding

Refine branding efforts to ensure consistency, clarity, persuasive messaging and excellent customer experience. Manage and maintain the Cumbe Style Guide

Promotional Events and Activities

Increase brand awareness and personalize what Cumbe means to participants through participation in street festivals, conferences, interviews and other public opportunities. Coordinate Cumbe participation in events, including deploying street team staff.

Strategize and implement print and in-person advertising campaigns including overseeing the development of print materials such as flyers, print ads and signage

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

Community Management and Public Relations

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

Partnerships, Networking & Cross-Promotions: Cultivate and develop marketing and cross-promotional partnerships with mission-aligned organizations and individuals

Develop P.R. materials including media kits, news releases and fact sheets on organizational programs, initiatives and key messages. Secure articles and media opportunities.

Digital Marketing

Oversee the Marketing Coordinator and digital marketing consultant in implementing:

Development and execution of digital and social media goals, strategies and action plans. Updating of strategies and action plans as

necessary.

Email Marketing: Generation and scheduling of e-blasts to circulate news and announcements to the community and potential audiences.

Digital advertising: ads on social media, search platforms (Google, Yelp) and media.

Oversee updating of the website as needed, including redesign, keeping UX in mind.

Qualifications:

3+ years of marketing/communications experience; interest in African diasporic dance a plus

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

Successful track record designing, executing and assessing effective branding, communications, marketing and public relations strategies

Familiarity with industry trends, ability to create brand voice easily, and robust PR contacts.

Understands African and diasporic 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 (Photoshop & Premiere), Google Apps, Squarespace, and an understanding of HTML and CSS is a plus

Location:

Flexible options. Currently, the position is roughly 75% remote 25% in studio/at events in NYC.

Compensation and Perks:

\$27-\$30 per hour depending on experience. This position requires 30-40 hours weekly. Perks include paid time off, flexible schedule, professional development, discounted classes and access to arts events and partners. Start date: as soon as possible.

Interested?

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

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For more information:
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