

Wednesday, September 28, 2022

Marketing Associate, Martha Graham Center

Company: Martha Graham Center of Contemporary Dance
Location: New York, NY
Compensation: \$45-50k annual salary

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Martha Graham Center of Contemporary Dance seeks a Marketing Associate specializing in digital communications and social media management while participating in the general marketing for the Martha Graham Dance Company and School. The successful candidate will develop and oversee content across digital channels; manage digital/social communities; and help leverage trends to better reach organizational goals, including ticket sales, student enrollment, fundraising, community building and more.

Reporting directly to the Director of Marketing, the Marketing Associate will serve as a key member of a team dedicated to the advancement of the Graham Company and its School.

Primary Responsibilities and Duties:

- Capture, create, and curate images and short-form video content for social media including Instagram feed, Reels, and Stories, Facebook, and TikTok
- Create long-form video content for YouTube, Patreon, and performance presentations
- Write copy for social media posts and other marketing communications
- Schedule content to go out across digital platforms
- Track and respond to comments/communities on digital platforms with careful attention to the organization's "voice" and standard practices
- Assist with the production of livestream events
- Assist with multimedia needs across departments, providing photos and videos and assisting with digitalization, editing, and optimization of media
- Maintain relationships with photographers and videographers, ensuring media coverage and delivery for Graham Company performances and events
- Assist the Marketing Director in general marketing tasks

Requirements and Qualifications:

- Bachelor's degree and/or at least 2 years experience in the field of marketing and communications
- Skilled at handling social media coverage and a keen understanding of social media best practices
- Exceptional writing skills with the ability to shape information into original, clear, concise, error-free content
- Excellent interpersonal and social skills
- Confident videography and video editing skills; experience with Final Cut Pro a plus
- An interest in modern dance and the performing arts
- Flexibility to work occasional evenings and weekends on and off-site in concert with key rehearsals and performances
- Proficiency in Microsoft Office, Adobe Creative Suite. WordPress preferred but not required

This is a full-time position with \$45-50k annual salary plus benefits including paid vacation and health insurance. Email a cover letter and resume to careers@marthagraham.org, with subject "Marketing Associate". Phone calls will not be accepted.

Martha Graham Center of Contemporary Dance
55 Bethune Street
New York, NY, 10014
2122299200
marthagraham.org

For more information:
Stephanie Shin
careers@marthagraham.org

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