

Wednesday, July 5, 2023

## Marketing Associate

Company: José Limón Dance Foundation

Location: New York, NY

Compensation: Salary \$45-50K /year commensurate with experience.

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Entering its 77th year, the José Limón Dance Foundation seeks an ambitious marketing professional to join the organization at a moment of transformation and growth. The Foundation is dedicated to preserving, producing, and furthering the legacy of José Limón, who is among the greatest and most influential dancers and choreographers in the history of American modern dance. The Foundation supports two key activities: the Limón Dance Company and the Limón Institute and strives to create a work environment that emulates José Limón's humanistic approach. We work hard, laugh a lot, and support each other to move forward at an exciting pace.

The 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.

### Summary

Reporting to the Executive Director and working closely with the Artistic Director and Institute Director, the Marketing Associate is responsible for creating and implementing marketing campaigns for all facets of the organization; overseeing Limón's promotional and advertising efforts; and creating an engaging and dynamic visual presence. The successful candidate will grow and earn experience at a time when the organization is rapidly expanding.

### Key Responsibilities

- Develop and implement marketing strategies, campaigns, and day-to-day marketing copy that support the mission and vision of the organization across digital, print, and collateral platforms.
- Oversee social media marketing strategy and content creation across platforms in collaboration with Social Media Coordinator.
- Track online engagement across social media, eblast, and website campaigns, including generating reports, presenting findings, and drawing conclusions based on data.
- Manage website maintenance, including updating information, managing online store, creating new pages for new programs, and troubleshooting technical issues.
- Work closely with Institute and LDC to capture content and develop creative storytelling.
- Generate and schedule eblasts through MailChimp for all Foundation communications.
- Collaborate with national and international presenters to create and approve marketing assets, press releases, and performances programs.
- Maintain and track reviews, photos, video, and company bios, ensuring the integrity, accuracy and quality of such materials (for traditional and digital documents).

### Qualifications:

A successful candidate views themselves as a creative artist, interested in the challenge of working in a fast paced, non profit, legacy dance organization. They are a trendsetting and dynamic individual who can work both independently and in a small group work environment, track multiple projects, and work effectively under pressure of deadlines. They write well, think big, have good interpersonal skills, excel at collaboration, enjoy working to build brand awareness, have a strong understanding of strategic marketing, and a keen interest in design and content creation. They will have a positive attitude, sense of humor, strong work ethic, and high degree of professionalism.

### Required

- Excellent computer literacy skills (Microsoft Word, Excel, PowerPoint, Google Suite).

- Strong proofreading and writing skills as well as attention to detail.
- Proficiency in website management (WIX), video editing, and graphic design (Canva or In-Design) with knowledge of specs for printing.
- Experience managing email marketing (MailChimp) and list segmentation.
- Strong organizational skills with proven ability to manage budgets and expenses.
- Strong understanding and commitment to learning the ever-changing trends of technology including digital, social media, and content development.

#### Preferred

- Minimum of 2 years of experience in marketing, advertising, or similar field, preferably within the arts and entertainment industry.
- Familiarity and experience with creating, executing, and maintaining Google Ad campaigns.
- An understanding of merchandise strategy, press releases, CRMs or databases.
- Fluency in a language other than English.

#### Compensation and Benefits

Salary \$45,000-\$50,000/year commensurate with experience. \$300/month is available for reimbursement toward a health insurance plan or qualifying wellness costs.

The position is considered full-time, 40 hours per week, non-exempt with a combination of remote and onsite work. Periodic attendance at Limón performances and events in the New York City area are required, and therefore some evening and weekend work is expected. Employees must be fully vaccinated against COVID-19 and provide proof of that vaccination, or a medical exemption.

To apply please send a cover letter stating your salary requirements and a resume to [careers@limon.nyc](mailto:careers@limon.nyc). Please include MARKETING ASSOCIATE in the subject line. Applications will be accepted until the position is filled, but priority will be given to applications received by August 15.

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