

Wednesday, August 9, 2023

## Director of Marketing & Communications

Company: Ballet Hispánico  
Location: New York City, NY  
Compensation: \$115,000-\$125,000

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Reporting to the Chief Managing Director and working closely with the Artistic Director & CEO, School of Dance Director, Chief Engagement and Inclusion Officer, and the Director of Development, the DoMC will lead and inspire the in-house staff, as well as contract publicists, graphic designers, photographers, and videographers. In this period of transition for the Marketing & Communications department, there is an opportunity to revisit how its structure can best serve the organization's needs and goals.

The DoMC has the following responsibilities:

### Team & Organizational Leadership

Provide leadership, direction, and guidance to the Marketing & Communications Department. Manage the marketing staff and serve as a mentor to support their development.

Take an active role in the organization's strategic plan, particularly around its activation among BH's diverse array of audience segments for its different programs.

Collaborate with other leaders of BH to achieve organization-wide goals and strengthen BH's position as a thought leader in the dance, education, and DEI sectors.

Engage with the Board of Directors, including a Board Marketing Committee that meets quarterly to help advance strategic priorities for the organization.

Contribute to building a data-driven culture that leverages best in class business intelligence methodologies.

Develop and execute truly innovative revenue enhancement strategies.

### Institutional Marketing & Communications Strategy

Direct all areas of marketing operations, including marketing strategy, public relations, digital channels, marketing collateral, and advertising.

Create and direct strategic partnership initiatives that support the programmatic and financial growth of BH.

Maintain a consistent brand for BH that attracts diverse audiences and continues to generate respect for the company's contributions to New York City and 25+ US and international markets in the wider field.

Develop a strategic approach to executing today's most relevant digital marketing tactics using social media and digital content distribution platforms.

Create compelling messages and cases for support that tell stories of BH's impact.

Manage relationships with contract publicists (Goodman Media and Michelle Tabnick PR), freelancers, and marketing vendors.

Develop and manage marketing campaigns and initiatives' budgets.

Analyze marketing data to identify which campaigns and initiatives were most effective.

### Performance Sales & Promotion

Create, update, and implement a marketing plan to support program awareness, annual revenue goals and audience development, and reinforce BH's identity through institutional marketing.

Lead marketing campaigns for the Company's New York Summer Season and national performances, the School of Dance Summer Intensive and yearly enrollment campaign, the Community Arts Partnership's NY programs and national tour engagements, fundraising initiatives, and space rental.

Work across time zones and local/touring markets as needed to ensure marketing is targeting regional audiences appropriately and consistently activating the BH brand.

Serve as a strategic thought partner to presenting organizations and ensure that they have the marketing assets needed to appropriately support performance sales.

### Qualifications:

Enthusiasm for the mission of BH

3-5 years mid-to senior-level marketing experience in the arts; savvy about current trends in marketing and audience development

Creative and strategic thinking that takes initiative and delivers outcomes

Understanding of when, where, how, and to whom social marketing content should be targeted and experience creating brand-driven content that builds customer connection

Ability to work effectively under pressure, manage priorities, and meet deadlines

Leadership and mentorship experience, as well as team building

Ability to facilitate collaboration across multiple teams, inspiring a shared sense of ownership and accomplishment

Strong analytical skills and data-driven thinking with regards to measuring marketing performance

Persuasive communication and presentation skills

Excellent interpersonal, written, and oral communication skills

Demonstrable sales skills

Strong problem-solving skills

Knowledge of Spanish is preferred

Not sure you meet 100% of our qualifications? Research shows that cis men apply for jobs when they fulfill an average of 60% of the criteria, while others tend only to apply if they meet every requirement. If you believe that you could excel in this role, we encourage you to apply.

We are dedicated to considering a broad array of candidates, including those with diverse workplace experiences and backgrounds. So, whether you're returning to work after a gap in employment, simply looking to transition, or taking the next step in your career path, we will be glad to have you on our radar.

Please use your cover letter to tell us about what you hope to bring to this role.

<https://www.tomocgroup.com/jobs-listing/ballet-hispanico-director-marketing-communications>

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