

Monday, December 2, 2024

Marketing Manager

Company: American Dance Festival
Location: DURHAM, NC
Compensation: \$50000 - \$55000

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Position Title: Marketing & Digital Media Manager

Reports to: Executive Director

Supervises: Graphic Designer

Salary and Benefits: This is a full-time, exempt, in-person position. Salary hiring range \$50,000-\$55,000 depending on experience and qualifications. ADF offers an excellent benefits package for full-time employees that includes PTO (holidays, vacation, sick time, and personal time), plus health, long and short-term disability, dental, and life insurance, and a 401K with a 4% match.

Job Summary

The Marketing & Digital Media Manager is responsible for all aspects of ADF's marketing operations. The Marketing & Digital Media Manager will work with the Graphic Designer to promote ADF locally and nationally. This position will play a central role in developing, managing, and growing the visibility of ADF.

Qualifications: Bachelor's degree in a discipline related to the area of assignment or equivalent combination of training and experience. Knowledge of, and passion for, modern dance desirable.

A successful candidate will have:

- Impressive social media skills, with a passion for staying on top of marketing trends
- Strong sense of creativity, imagination, and innovation
- Excellent writing, editing, and analytical skills with demonstrated ability to create persuasive and clear communications aimed at a variety of audiences
- Experience in creating and editing video
- Understanding of website analytics tools, such as Google Analytics
- Exceptional attention to detail with the ability to be flexible, work independently and meet deadlines
- Outstanding judgement and ability to prioritize competing responsibilities
- Proficiency in Microsoft Office, Adobe Creative Suite, and WordPress

To Apply: Please email a cover letter, résumé, and three references to adf@americandancefestival.org with Marketing & Digital Media Manager in the subject line by January 2. No phone calls, please. Anticipated start date: early February 2025.

The American Dance Festival has been a recognized leader in modern dance since 1934, presenting dance performances and offering educational opportunities and community programs while also maintaining an international reach. ADF ensures that modern dance remains a powerful and universal form of human expression and that this art form is accessible to all, now and for generations to come.

ADF prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. We strongly encourage all qualified applicants to apply. We welcome people of all races, genders, identities, abilities/disabilities, ethnicities, religions, and other individual characteristics.

Responsibilities include but are not limited to the following:

Develop and execute marketing strategies (digital, non-digital, and grassroots) and overseeing projects to ensure optimum results are achieved

Create and manage content for ADF's social media, emails, and other forms of digital communication

Work with the Graphic Designer to provide content for all print materials (brochures, flyers, annual report, etc.)

Develop strategies that drive customers to the website

Use advanced metrics to measure the success of a marketing campaign

Stay up to date on the latest social media trends and implement them in ADF's marketing campaigns

Work with ADF's National Press Representative to compose press releases.

Oversee all ADF advertising and media sponsors and maintain current media contacts

Hire and supervise seasonal ADF photographer

Other duties as deemed appropriate by the Executive Director

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For more information:
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