

Wednesday, January 7, 2026

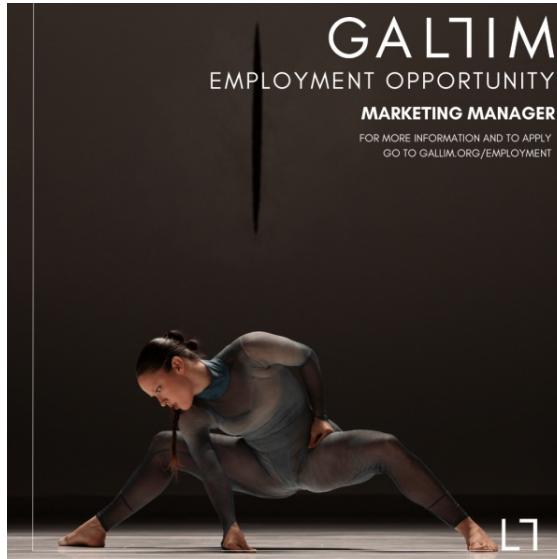
## Marketing Manager

Company: GALLIM

Location: Brooklyn, NY

Compensation: \$60,000-\$65,000

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Dan Chen

Marketing & Communications Manager (Arts & Dance Marketing)

GALLIM

Based in New York City | Full-Time | Hybrid

GALLIM Dance seeks a creative, strategic Marketing & Communications Manager with experience in arts marketing, dance marketing, and nonprofit communications to grow visibility, audiences, and engagement for the company, the School of Movement, and Artistic Director/Choreographer Andrea Miller. This role supports audience development, brand strategy, digital marketing, and content creation across local, national, and international platforms.

Working closely with the Artistic Director and Executive Director, the Manager leads integrated marketing campaigns across social media, email marketing, website, print, and partner channels. This is a hybrid NYC-based position, requiring at least one in-person workday per week and attendance at performances and events.

### Key Responsibilities

Marketing Strategy & Audience Development

Develop and execute annual and project-based arts marketing and communications strategies

Grow audience engagement, ticket sales, and brand visibility through data-informed campaigns

Coordinate promotional efforts with presenters, theaters, universities, and arts institutions

Manage and oversee external marketing and creative contractors

Digital Marketing, Social Media & Email

Manage all social media marketing, including Instagram and Facebook

Create and edit short-form video content (reels, trailers, promotional clips)

Write compelling marketing and communications copy for social, email, web, and print

Lead email marketing campaigns in Mailchimp, including segmentation and analytics

Track and analyze digital marketing metrics to refine strategy

Website, Content & Project Management

Oversee website updates and coordinate a full Squarespace website redesign

Capture onsite photo and video content at rehearsals, performances, and events

Manage digital asset libraries and distribute approved materials to partners

Coordinate marketing timelines across departments and productions

Support merchandising initiatives and supervise interns or assistants

#### Qualifications

Minimum 3 years of experience in marketing, communications, or digital media, ideally in the performing arts or nonprofit sector

Strong skills in content marketing, social media management, email marketing, and analytics

Experience producing short-form video and visual content

Proficiency with Google Workspace, Canva, Mailchimp, Meta Business Suite, Squarespace, and Adobe tools (or similar)

Excellent writing, project management, and organizational skills

Passion for contemporary dance and arts-based community engagement

#### Compensation & Benefits

Full-time salary range: \$60,000–\$65,000, commensurate with experience

Generous PTO and paid holidays

Healthcare reimbursement through QSEHRA (eligible after a 3-month waiting period)

Hybrid work model with a minimum of one in-person day per week

NYC-based role with required attendance at performances and events

#### To Apply

Submit a resume and brief cover letter to [erin@gallimdance.com](mailto:erin@gallimdance.com).

Applications reviewed on a rolling basis.

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