



JOB DESCRIPTION: Dancewave's Director of Marketing and Communications (DMC) is a full-time interdepartmental coordinator who develops promotions and communications for Dancewave programs and company-wide initiatives. Interfacing between representatives from all aspects of the organization's public engagement entities, this integrative team member streamlines and maintains internal communications systems pertaining to public information and marketing of Dancewave's programs, initiatives and events. As Dancewave's lead messenger, the DMC helps maintain and communicate the alignment of the organization's programs with its mission.

This candidate utilizes their performing arts (or related) background to support Dancewave's vibrant connections with artists, educators, schools, government agencies and partner organizations, bolstering each department's outreach efforts as needed. Engaging with the New York City dance community at large to track industry standards and trends, the DMC works to keep the organization on the cutting edge.

POSITION RESPONSIBILITIES

New with COVID-19

Increased sensitivity to PR pertaining to coronavirus crisis communications
Developed fluency in Zoom protocol to provide technical support for events and classes
Provides critical guidance and input for online event planning and registration

Communications

- Strategizes and secures marketing and advertising partnerships
- Supports select artist engagements and program partnerships as needed
- Manages communications planning timetable and marketing calendar for programs, initiatives and events
- Gives input on program (pre-)planning to maximize marketing efforts and potential
- Maintains contacts lists and databases across departments
- Serves as a key point of contact for media, select partner organizations and artist engagements to amplify Dancewave's visibility
- Collaborates with Events, Education and Community Programs teams to track and interpret program enrollment and success, working to further the growth, connectivity and marketability of Dancewave's various programs

Marketing

- Manages part-time Social Media & Marketing Associate and seasonal Interns
- Oversees copy and collateral for all print and digital communications
- Makes regular website updates (structure, navigation, and content)
- Manages photo/video/social media coverage of Dancewave classes and events

- Creates graphic designs for online, print promotions and advertising
- Manages print production schedule (fluctuating due to COVID-19)
- Implements market research and survey results into new outlets for advertising and public engagement
- Coordinates work load of freelance website consultant
- Manages Google Ads and reports on social media and marketing analytics
- Manages marketing budget and marketing line items of event budgets (DTCB, SYAC, etc)
- Tracks social media and marketing analytics

KNOWLEDGE, SKILLS, AND ABILITIES

Strong writing, editing and interpersonal skills

Passionate about connecting with partners and the public

Fluent in social media management (emphasis on Instagram, Facebook, Twitter and Hootsuite)

Resourceful, creative, flexible team player

Exceptional attention to detail in communications and data management

Experience working with dance/arts/education non-profits

Degree or certification in communications, social media management, or similar

Baseline:

4-6 years of experience including:

Background in dance and performing arts management

Experience with Constant Contact (or similar)

Experience with Adobe Creative Suite

Experience with website management and HTML (preferably Wordpress)

Experience managing print production

Experience with photography and videography

Experience managing freelancers, vendors & interns

Preferred:

Experience with events and production

Experience with Google Ads and Google Analytics

Comfortable using CRM databases (preferably Salesforce)

Experience using Wordpress sites

Experience using peer fundraising platforms (GoFundMe, Givebutter)