

**DANCE THEATRE OF HARLEM**  
**JOB DESCRIPTION**  
**MARKETING ASSOCIATE**  
Full time  
**Status: Non-Exempt**

Dance Theatre of Harlem is a leading dance institution of unparalleled global acclaim, encompassing a world-renowned Company, a professional studio School, DancingThrough Barriers®, a national arts and education program, and community engagement activities. Each component of Dance Theatre of Harlem carries a solid commitment towards enriching the lives of young people and adults around the world through the arts.

Founded in 1969 by Arthur Mitchell and Karel Shook, Dance Theatre of Harlem was considered “one of ballet’s most exciting undertakings” (The New York Times, 1971). Shortly after the assassination of The Reverend Dr. Martin Luther King, Jr., Mitchell was inspired to start a school that would offer children — especially those in Harlem, the community in which he was born — the opportunity to learn about dance and the allied arts. Now in its fifth decade, Dance Theatre of Harlem has grown into a multi-cultural dance institution with an extraordinary legacy of providing opportunities for creative expression and artistic excellence that continues to set standards in the performing arts. Dance Theatre of Harlem has achieved unprecedented success, bringing innovative and bold new forms of artistic expression to audiences in New York City, across the country and around the world.

Reporting to the Marketing Manager, the Marketing Associate supports the marketing plan of the Marketing Manager for all DTH related activities associated with the Company, School, Development, Community Outreach Programs (Dancing Through Barriers, Adult Open Class Series, School Residencies, etc.) and any other activities as assigned by the Marketing Manager, by monitoring active marketing programs and building and maintaining media campaigns. Responsibilities include, but are not limited to:

**Essential functions**

- Support marketing presentations, including assembling written content and videos
- Assist with the creation of social media content under the supervision of the Marketing Manager, and in cooperation with the Social Media Coordinators across all DTH social media platforms, including Facebook, Twitter, YouTube and Instagram
- Assist with the development of monthly social media plans in collaboration with the Marketing Manager and Social Media Coordinators
- Preparing mailers and brochures including formatting content and graphics
- Create email content, planning and scheduling e-blasts and e-newsletters under the supervision of the Marketing Manager
- Collect and track marketing related data, as well as provide analysis summarizing data and trends
- Schedule marketing meetings and assist in maintaining the marketing calendar
- Assist with arranging the logistics and participating in live events managed by the marketing department
- Assist with daily administrative tasks to ensure the functionality and coordination of the marketing department’s activities

**Required Qualifications**

- College degree
- 2-3 years of proven solid experience as a Marketing Associate
- Excellent communication verbal and creative writing skills

- Strong understanding of the digital media and marketing landscape, including familiarity with various social media outlets and e-newsletter platforms, i.e. Raiser's Edge, Emma, MailChimp, Constant Contact, etc.
- Proficiency in Microsoft Office (Word, Excel, Power Point) software and research
- Ability to learn and apply new concepts quickly
- Ability to read and analyze professional journals, periodicals and knowledge of government regulations and requirements
- Excellent interpersonal skills
- Good organizational skills with ability to work well under pressure with tight deadlines
- Eligibility to work in USA

#### **Preferred Skills**

- Adobe Creative Suite Programs (Photoshop, InDesign, Premiere Pro)
- Google Analytics
- Video Editing

#### **Terms and Conditions:**

- Full time
- Compensation: \$45,000 - \$47,000 per annum, paid bi-weekly.
- Fringe benefits include (Health, Dental, Vision, Long Term Disability, Life, Retirement (401(k) plan).

Dance Theatre of Harlem is an equal opportunity employer.

To apply:

Send cover letter and resume, and two writing\* samples to :  
[humanresources@dancetheatreofharlem.org](mailto:humanresources@dancetheatreofharlem.org) mark subject line: **"Marketing Associate"**

\* Writing samples to be submitted as one pdf document only.

1. One written sample (press announcement, article, etc.)
2. One marketing asset (flyer, eblast sample, website sample, etc.)

**NO PHONE CALLS PLEASE**