

DANCE THEATRE OF HARLEM
JOB DESCRIPTION
MARKETING ASSISTANT Level 1
Part time
Status: Non-Exempt

Dance Theatre of Harlem (DTH), established in 1969, is an institution rooted in diversity that celebrates and utilizes classical ballet and other dance forms to inspire as well as to effect change. Through its school, touring company and arts education programs, young people in the New York metropolitan area, across the country and around the world are exposed to the power of art to create a brighter future.

Reporting to the Marketing Manager, the Marketing Assistant supports the marketing plan of the Marketing Manager for all DTH related activities associated with the Company, School, Community Outreach Programs (Dancing Through Barriers, Adult Community 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

- Supporting marketing presentations, including assembling written content and videos
- Assist with the creation of social media content under the supervision of the Marketing Manager 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.
- Preparing mailers and brochures including formatting content and graphics.
- Assist with the creation of e-mail content, planning and scheduling e-blasts and e-newsletters under the supervision of the Marketing Manager.
- Assist with collecting and track marketing related data, as well as provide analysis summarizing data and trends.
- Assist with scheduling all marketing meetings.
- 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 assistant.
- 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 including 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 Photoshop
- Google Analytics
- InDesign

Terms and Conditions:

- Part time
- Compensation: Hourly - commensurate with experience and education, paid bi-weekly.
- Statutory benefits only.

Dance Theatre of Harlem is an equal opportunity employer.

To apply:

Send cover letter and resume, and two writing* samples to :
humanresources@dancetheatreofharlem.org mark subject line: **“Marketing Assistant”**

* 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