

# DANCE THEATRE *of* HARLEM

## JOB DESCRIPTION

### **DIGITAL MARKETING ASSOCIATE**

Full-time Status:

Non-Exempt

Dance Theatre of Harlem stands as a dynamic force in the ballet world, captivating audiences both nationally and internationally. Our repertoire is a thrilling blend of treasured classics, neoclassical masterpieces by George Balanchine and Artistic Director Robert Garland, and cutting-edge contemporary works that embody founder Arthur Mitchell's belief that ballet is for everyone. Through electrifying performances, community engagement, and arts education programs, Dance Theatre of Harlem champions the power of the arts to inspire and empower.

Reporting to the Chief Marketing Officer (CMO), the Digital Marketing Associate contributes to the marketing and communications efforts of the marketing department including the website, email and social communications and all DTH related activities associated with the Company, School, Development, Community Outreach Programs (Dancing Through Barriers, Adult Community Class Series, School Residencies, etc.) and any other activities as assigned by the CMO. Responsibilities include, but are not limited to:

#### **Essential functions**

- Assist with the creation of social media content under the supervision of the CMO, and in cooperation with the Social Media Coordinators across all DTH

social media platforms, including Facebook, YouTube, and Instagram.

- Assist with the development of monthly social media plans in collaboration with the CMO, Marketing Manager, and Social Media Coordinators.
- Assist with the creation of email content, planning and scheduling e-blasts and e-newsletters under the supervision of the CMO.
- Maintain DanceTheatreofHarlem.org website updates and changes.
- Collect and track marketing related data, as well as provide analysis, summarizing data and trends.
- Assist with arranging 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.
- Support marketing presentations, including assembling content and videos.
- Ability to work occasional Nights and Weekends pursuant with the dance performance calendar.

### **Required Qualifications**

- Interest in the performing arts.
- College degree or combination of education and experience.
- 2-3 years of proven solid experience in social media and digital marketing.
- Excellent communication, verbal, and creative writing skills.
- Strong understanding of the digital media and marketing landscape, including familiarity with various web, social media outlets and digital newsletter platforms, i.e. Word Press, Raiser's Edge, Constant Contact, etc.
- Strong use of Canva and video editing tools.
- Proficiency in Microsoft Office (Word, Excel, Power Point) software and research.
- Ability to learn and apply new concepts quickly.
- Ability to read, analyze, and respond to digital and cultural changes and

norms.

- Excellent interpersonal skills.
- Good organizational skills with the ability to work well under pressure with tight deadlines.
- Eligibility to work in the USA.

**Preferred Skills**

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

**Terms and Conditions:**

- Full time
- Compensation: Paid bi-weekly. \$56,000-\$62,000, per annum, depending on educational credentials and experience, 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 resume and three professional references to

fjones@dancetheatreofharlem.org, Subject line: "Digital Marketing Associate"

No telephone calls.

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