

JANEFrankLINDANCE

Marketing and Development Associate for Small, Contemporary Dance Organization

Jane Franklin Dance seeks a seasoned part-time marketing and development associate. We are a 13 year old; Arlington based nonprofit dance organization with growing demand for our programs. Maintaining ongoing development, marketing and publicity efforts is critical to our continued growth and success.

Tasks

- Produce online announcements and press releases
- Maintain Google Ad words account, create new ads as needed
- Attend networking events for professional & arts organizations
- Maintain social media presence
- Create publicity materials from existing templates for upcoming performances and education programs
- Production management for creation of all publicity materials such as postcards, posters, banners, etc.
- Media relations including writing press releases for public performances & other newsworthy events.
- Interface with current sponsors on cross marketing and partnership opportunities
- Maintain and develop cross-marketing opportunities with local arts organizations and businesses, including advertisers.
- Support artistic director and board in cultivating individual and corporate Sponsorships; may include grant writing or pursuing new sources of funding.
- Organize and communicate with donors at all levels of giving; oversee silent auction, benefit events, and direct mail campaigns

Skills and Experience

- Minimum 2 years marketing experience
- Experience with an arts organization strongly preferred.
- Familiarity with Adobe Creative Suite and Photoshop.
- Knowledge of graphic design fundamentals
- Experience with pre-press production for print materials.
- Proficiency with online marketing channels including: Constant Contact, Facebook Pages, Twitter, and Google Ad Words, Vimeo, YouTube
- Strong writing, proofreading and editing skills
- Knowledge of spread sheets and donor communication

This is position for 12-16 hours/wk.

Compensation will be \$11-15 DOE and subject to board approval. Position will remain open until filled.

Contact:

Jane Franklin, Artistic Director

Email: info@janefranklin.com

Phone: 703-933-1111

To learn more about the company visit: www.janefranklin.com

Jane Franklin Dance
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