



## **Administrative Associate for Small Arts Organization**

Jane Franklin Dance is hiring a part-time administrative associate. We are an Arlington based nonprofit arts organization. Maintaining the current marketing and publicity is critical. New methods are sought to reach more people and better serve the community.

### **Tasks**

Maintain social media presence at facebook, instagram, twitter  
Media relations including writing press releases & communicating with the press  
Create announcements via GoDaddy email marketing for performances and education programs  
Design ads, postcards or flyers using Canva, Publisher, Photoshop, Illustrator  
Organize & maintain company records for youth camps  
Create programs and audience surveys for concerts  
Interface with current sponsors, seek advertisers for programs and new partners  
Maintain and develop cross-marketing opportunities with local arts organizations and businesses, including advertisers.  
Communicate with the artistic director and the board of directors in cultivating partnerships with other organizations.  
Organize and oversee fundraising including silent auction and direct mail initiatives  
Update website copy as needed  
Attend networking events and development workshops

### **Skills and Experience**

- College degree and Minimum 2 years marketing experience
- Experience with an arts organization strongly preferred.
- Computer literate and familiarity with Word, spreadsheets, and Photoshop. We are a PC-based organization.
- Organized and able to work independently, motivated to generate new initiatives
- Proficiency with online marketing including: GoDaddy, Facebook, Twitter, and Google Ad Words
- Strong writing, proofreading and editing skills

This is an independent contract hourly position for a minimum of 12 hours/wk. No benefits, but hours are flexible, majority of hours take place at 3700 S Four Mile Run Drive, Arlington (accessible by bus) during business hours Mondays-Fridays.

Compensation: \$13-18 DOE and subject to board approval. Position open until filled.  
Contact: Jane Franklin, Artistic Director

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