

Dance Place Seeks a Communications Manager

Dance Place, a nationally recognized cultural arts center in Washington, DC, seeks a Communications Manager. This is a 40 hour per week, salaried, year-round position with benefits. The Communications Manager will report to the Executive Artistic Director. The ideal candidate will have 2 or more years of non-profit arts marketing experience and embrace Dance Place's mission to build a community of artists, audiences and students through high quality performances, commissions, training and educational programs and our commitment to enriching the field of dance locally, nationally and internationally.

Dance Place is an equal opportunity employer. Dance Place believes that people of color, people in the LGBTQ+ community, people with disabilities, and women must be centered in the work we do. Hence, we strongly encourage applications from people with these identities or who are members of other marginalized communities. Strong candidates will work in alignment with Dance Place's [mission and values](#), be welcoming to people of all identities, including artists, adult dance class students, audience members, and the youth of our robust education programs.

Title: Communications Manager

Number of hours per week: 40

Department: Communications/Marketing

Immediate supervisor: Executive Director

Salary: \$45,000-\$48,000

Benefits: Dance Place offers our employees extensive paid time off, self-managed mental health and medical leave, a (401) K plan, health insurance, and pre-tax travel benefits. Employees are able to take class and attend Dance Place performances for free.

Position Overview

The Communications Manager is responsible for creating and enacting comprehensive programmatic and institutional marketing plans for all of Dance Place's programs in the theater, school, and community outreach. This strategy includes press & media relations, printed and electronic marketing materials, advertising, social networking, partnership development on a local and national level, and maintaining organizational brand. The Communications Manager plays a leadership role in a broad range of detail-oriented, deadline-driven activities that sustain and expand Dance Place's audience, student and donor base. The Communications Manager also plays a lead role in establishing and managing the Dance Place archives.

Communications Manager Essential Responsibilities

- Design, implement, and evaluate marketing strategies for all Dance Place programs.
- Incorporate brand messaging into multi platform campaigns to raise brand profile

- Execute all aspects of Dance Place's printed and electronic marketing efforts, including direct mail, email, website content management, advertising initiatives and social networking.
- Maintain brand guidelines across all organizational materials.
- Develop and manage the Marketing Budget.
- Update designed templates for programmatic marketing pieces using Adobe Creative Suite.
- Manage Dance Place's robust archives enacting archival based campaigns and marketing initiatives.
- Analyze and report on earned income figures, demonstrating cause and effect where applicable.

Required Skills / Qualifications:

- 2 year minimum experience in professional marketing preferred
- Strong interpersonal communication skills
- Experience in marketing campaigns
- Experience with Creative Cloud Adobe editing software (Photoshop and InDesign)
- Ability to create compelling written and oral communications and to convey complex ideas through brief, simple materials
- Ability to balance multiple competing priorities, complex situations and meet tight deadlines in a fast-paced environment
- Skill at establishing and cultivating strong relationships with peers across different levels of the organization, internally and externally
- Detail-oriented, self-starter with high initiative and a deep enthusiasm for the arts

Due to the in-person nature of the position, those who wish to apply for this position will be *required* to be vaccinated against COVID-19. The second vaccine dose must be administered two weeks prior to the official start date at Dance Place, and the applicant should be prepared to show proof of vaccination upon request. Each candidate will also be required to comply with Dance Place's current COVID-19 policies and procedures including the utilization of a face covering that covers both the nose and mouth while indoors on campus, following a standardized check-in/out procedure for contact tracing purposes, and adhering to frequent hand sanitization to prevent the spread of illness. The aforementioned policies are in compliance with the *DC Mayoral order 2021-099**.

HOW TO APPLY: To apply, send a cover letter, resume, writing and/or design sample, and two references to employment@danceplace.org. No phone calls please.

Applications will continue to be accepted until the position is filled, with a priority application date of March 10th 2021. No phone calls please.