

Tuesday, March 26, 2024

Digital Marketing Associate // Dance Heginbotham

Company: Dance Heginbotham

Compensation: \$23/hour, as an independent contractor

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Digital Marketing Associate (Contract)

ROLE

Dance Heginbotham seeks a collaborative and dynamic team member to support the company's digital marketing efforts as we prepare for a robust touring season. Candidates should have previous experience with Canva, MailChimp, CapCut, Facebook, Instagram, TikTok, and/or similar software platforms. Knowledge of the concert dance industry is a plus.

This is a part-time, mostly remote position. Site visits around NYC to capture media may be required.

This will be a contract role from mid-May 2024 through January 2025, with the possibility of this growing into a permanent position. This role reports to DH's General Manager & Co-Producer.

RESPONSIBILITIES

1) Develop an innovative marketing plan in collaboration with General Manager & Producer.

(Promote upcoming events and performances, activate our platforms to encourage follow growth and boost user engagement, maintain the company's digital presence with our international audiences)

2) Maintain DH's Marketing Calendar

3) Draft E-blasts in MailChimp - 1-2, per month

4) Manage Dance Heginbotham's social media platforms and schedule all posts (Facebook, Instagram)

5) Content Creation (Develop and curate brand-specific designs to be used across platforms, create 2-4 posts per week in Canva, draft copy for all social media posts.

COMPENSATION

15-20 hours/month

\$23/hour, as an independent contractor

APPLICATION

First Round – Please submit a resume, one to two-paragraph introduction, and relevant work samples to info@danceheginbotham.org. We will accept applications through Friday, April 12th.

Second Round – Candidates will be invited to participate in an "application project." Based on company prompts, you will be asked to create one E-Blast, reel, and Instagram image. Candidates will be compensated \$23/hour for three hours of work. Candidates will have from April 15 to 25 to submit their application projects.

Third Round – Candidates will be invited for a final interview with the DH Management Team. Interviews will take place the week of April 29th.

ABOUT

Dance Heginbotham (DH) is a New York-based contemporary dance company committed to supporting, producing, and performing the work of choreographer John Heginbotham. With an emphasis on collaboration, DH enriches national and international communities with its unique blend of inventive, thoughtful, and rigorous dance theater works.

Website: danceheginbotham.org

Instagram: [instagram.com/danceheginbotham](https://www.instagram.com/danceheginbotham)

