

Job Description

American Dance Festival, Inc.

Full-time year-round (non-exempt)

Position Title: Marketing and Audience Services Associate

Reports to: Director of Communications and Marketing

Job Summary

We are seeking an organized and detail-oriented Marketing and Audience Services Associate to support our box office and marketing activities. They will manage ticketing logistics and collaborate with the Director of Communications & Marketing to promote ADF, its performances, and programs.

Responsibilities include but are not limited to the following:

- Support the marketing team with planning, implementing and monitoring campaigns
- Assists with social media and website content
- Coordinate all ADF advertising & media sponsors for season playbill
- Coordinate and manage event volunteers
- Work with venue box offices to set-up and oversee all ticketing matters
- Coordinate mailing for single ticket buyers and subscribers and oversee group sales
- Coordinates the distribution of printed materials including the season brochure
- Maintain current patron and advertising databases and email lists
- Coordinate community outreach events and partnerships
- Hires, trains, and supervises a seasonal staff position (Audience Services Assistant) each summer.
- Other duties as deemed appropriate by the Director

Qualifications and Skills

- 4-year degree
- Strong written and verbal communication skills

- Excellent attention to detail and time management skills
- Well-organized with a customer-oriented approach
- Proficiency with the Microsoft Office Suite with strong knowledge of Microsoft Excel
- Knowledge of marketing trends and familiarity with social media and email marketing
- Basic understanding of SEO and Google Analytics
- Experience with WordPress and Adobe Creative Cloud a plus
- Strong copy-editing abilities
- Enthusiasm for the arts. Knowledge of modern dance a plus
- Curiosity and an eagerness to grow and learn

Anticipated start date: January 2022

Salary and Benefits: This is a full-time, non-exempt salaried position. Salary hiring range \$35,000 to \$40,000 depending on experience and qualifications. ADF offers an excellent benefits package for full-time employees that includes PTO (holidays, vacation, sick time, and personal time), plus health, long and short-term disability, dental, and life insurance and a 401K with a 4% match.

To apply:

Please email a cover letter, resume, and three references to adf@americandancefestival.org with **Marketing and Audience Services Associate** in the subject line by **December 6**. No phone calls, please.

The American Dance Festival (ADF) is 501c(3) non-profit arts organization based in Durham, North Carolina. We exist to ensure that modern dance remains a powerful and universal form of human expression and that this art form is accessible to all, now and for generations to come.

ADF prohibits discrimination and harassment of any type and affords equal employment opportunities to employees and applicants without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.

We strongly encourage people of color, women, LGBTQ+, and disabled candidates to apply.