



Job Description

American Dance Festival, Inc.

Full-time, year-round (exempt)

Position Title: Director of Communications and Marketing

Reports to: Executive Director

Supervises: Marketing and Communications Associate and seasonal intern.

Job Summary

The Director of Communications and Marketing will lead all communications and marketing-related activities and will work with the Marketing and Communications Associate and the Graphic Designer to promote ADF locally and nationally. This position will play a central role in developing, managing, and growing the visibility of ADF.

Salary and Benefits: This is a full-time, exempt salaried position. Salary hiring range \$60,000 to \$70,000 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.

Minimum Qualifications: Bachelor's degree in a discipline related to the area of assignment, or equivalent combination of training and experience. Knowledge of NC Triangle community helpful.

A successful candidate will have:

Minimum 5 years of combined marketing, digital media, and professional communications experience.

Strong interest in and knowledge of modern dance.

Strong writing, editing, analytical, and interpersonal skills.

Demonstrated ability to create persuasive and clear communications in all forms and aimed at a variety of audiences.

Strong critical thinking and problem-solving skills.

Clear understanding of and experience applying marketing and communications strategies, tools, and approaches for both internal and external audiences.

Demonstrated ability to communicate effectively and diplomatically with a variety of individuals including the general public and the dance community.

Excellent judgement and ability to prioritize competing responsibilities.

Proficiency in Microsoft Office, the Adobe Creative Suite, WordPress, and video editing and basic graphic design skills are a plus.

Ability to build relationships across the organization with staff, faculty, summer staff and interns, in a manner that contributes to a healthy, fruitful work environment.

Responsibilities include but are not limited to the following:

Develop new and improved marketing and communications initiatives and grass roots efforts.

ADF representative for local and national press and media. Produce press releases and pitch stories.

Work with the Marketing and Communication Associate to provide copy and plan concepts for print materials like brochures, postcards, and annual reports.

Manage email marketing, website content, digital advertising, and social media accounts.

Oversee all ADF advertising & media sponsors. Maintain current media contacts.

Hire and supervise ADF photographer.

Assist with the sales of advertising space in the ADF Playbill.

Assist with special events including outside marketing events.

Other duties as deemed appropriate by the Executive Director.

Anticipated start date: Late October/Mid-November

To apply:

Please email a cover letter, resume, writing sample, and three references to adf@americandancefestival.org with **Director of Communications and Marketing** in the subject line by September 30. No phone calls, please.