



JOSÉ LIMÓN DANCE FOUNDATION, INC.
Everett Center for the Performing Arts
466 W 152nd St, 2nd Fl, NY, NY 10031
212.777.3353 | limon.nyc

Job description for Marketing Manager

Mission

The José Limón Dance Foundation exists to perpetuate the Limón legacy and its humanistic approach to movement and theater, and to extend the vitality of that vision into the future through performance, creation, preservation and education. The Foundation supports two entities: the Limón Dance Company, and the Limón Institute, an educational and archival resource center.

Summary

You are a creative artist, interested in the challenge of working in a fast paced, non profit, legacy dance organization through conceptualizing and implementing marketing strategies and campaigns. You are a trendsetting, exciting and dynamic individual who can work independently and in a small group work environment. You are interested in building a team to support your role as the organizations' needs grow.

You write well, think big, have good interpersonal skills, excel at collaboration and thoughtfully manage and inspire. You have and enjoy working with your connections to build brand awareness. You have a strong understanding of strategic marketing.

The Marketing Manager is responsible for creating and implementing new marketing campaigns by working closely with the Executive Director, Artistic Director and the Director of Education Programs, and overseeing Limón's promotional and advertising efforts.

Responsibilities

- Develop and implement marketing strategies and campaigns that support the mission and vision of the organization across digital, print and collateral platforms.
- Ability to engage high profile advertising partners to support Limón, while maintaining current partners and developing new contacts to continue building brand awareness.

- Comfortable with public speaking and engaging audiences.
- Overseeing social media marketing strategy and content marketing.
- Strong understanding and commitment to learning the ever-changing trends of technology including digital, social media, and content development.
- Have an understanding of merchandise, press releases, web listings.

Qualifications/Requirements

- Bachelor's degree required, master's degree in relevant discipline preferred; or an equivalent combination of education and experience.
- Minimum of 5 years of experience in marketing, advertising, or similar field, preferably within the arts and entertainment industry.
- Excellent computer skills (Microsoft Word, Excel, PowerPoint) and superior fundraising database management skills.
- Website management skills (WIX) and video editing skills is a plus.
- Proficient in graphic design with knowledge of specs for printing.
- Familiarity and experience with creating, executing, and maintaining Google Ad campaigns.
- Outstanding interpersonal and customer service skills; ability to serve as an articulate and genuine spokesperson on behalf of the José Limón Dance Foundation.
- Strong organizational skills with proven ability to manage budgets and expenses.
- Ability to work both independently and as a team member in a fast-paced, entrepreneurial environment; a proven collaborator.
- Two or more years of experience in grant writing; quantitative skills appropriate to presenting and interpreting financial information for proposals.
- Familiarity with NYC cultural grant makers and funding for the arts.
- Ability to work effectively under pressure of deadlines.
- Occasional weekend or evening hours to meet deadlines or assist with organizational events.
- Positive attitude, sense of humor, strong work ethic, and high degree of professionalism.

Compensation and Benefits

- Competitive, commensurate with experience
- Flexible schedule
- Paid vacation, sick/personal leave, holidays, workers comp insurance, and disability insurance

How to Apply

Please email a cover letter and résumé to the Executive Director at jescalante@limon.nyc. Résumés without a cover letter will not be considered. Only those candidates considered for an interview will be contacted.

www.limon.nyc

José Limón Dance Foundation is an Equal Opportunity Employer. Employment is based upon personal capabilities and qualifications without discrimination based on race, color, religion, creed, sex, sexual orientation, national origin, age, disability, marital status, veteran status, citizenship status, or any other protected characteristic as established by law.