

DANCE THEATRE OF HARLEM
JOB DESCRIPTION
Senior Director of Marketing and Communications
Status: Full-time, Exempt

Dance Theatre of Harlem is a leading dance institution of unparalleled global acclaim, encompassing a world-renowned Company, a professional studio School, Dancing Through Barriers®, a national arts and education program, and community engagement activities. Each component of Dance Theatre of Harlem carries a solid commitment towards enriching the lives of young people and adults around the world through the arts.

Founded in 1969 by Arthur Mitchell and Karel Shook, Dance Theatre of Harlem was considered “one of ballet’s most exciting undertakings” (The New York Times, 1971). Shortly after the assassination of The Reverend Dr. Martin Luther King, Jr., Mitchell was inspired to start a school that would offer children — especially those in Harlem, the community in which he was born — the opportunity to learn about dance and the allied arts. Now in its fifth decade, Dance Theatre of Harlem has grown into a multi-cultural dance institution with an extraordinary legacy of providing opportunities for creative expression and artistic excellence that continues to set standards in the performing arts. Dance Theatre of Harlem has achieved unprecedented success, bringing innovative and bold new forms of artistic expression to audiences in New York City, across the country and around the world.

Opportunity

Dance Theatre of Harlem is seeking a Senior Director of Marketing and Communications to plan, develop, and implement the Institution’s marketing strategies, communications, and public relations activities. Interfacing with the Board of Directors and reporting to the Executive Director, this position directs the efforts of the marketing, communications, and public relations staff and consultants, and serves as a member of the senior management team.

Essential Functions

Strategy, Vision and Leadership

- Develop and implement an integrated strategic marketing and communications plan to advance DTH’s brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key constituencies.
- Create marketing/public relations strategy that will allow DTH leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Work collaboratively with national presenters in the development of a marketing/public relations strategy that supports audience ticket buying and engagement in targeted cities, as well as enhances DTH’s position as a leading touring dance company.

- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Serve as a thought partner to DTH Board and staff leadership, including Artistic Director, Executive Director, School Director, and Senior Director of Development.

Marketing

- Oversee the development of all marketing collateral materials, performance programs, e-communications, website, social media, annual reports, etc.
- Oversee the day-to-day activities of the marketing department, including budgeting, planning, and staff development.
- Manage ticket sales for annual New York City performance season.
- Negotiate media buys, marketing sponsorships, and promotional partnerships.

Communications

- Oversee the engagement, cultivation, and management of press relationships to ensure coverage surrounding DTH, special events, public announcements, and other projects.
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations, and other supporting material as needed.
- Oversee the development of publicity and press announcements.

Team Development/Management

- Manage the DTH marketing team to support the development and execution of DTH's institutional marketing and communication strategies.
- Establish and monitor staff performance and develop goals, assign accountabilities, set objectives, and establish priorities.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.

Planning and Budgeting

- Develop short- and long-term plans and budgets for the Marketing department, monitor progress, and evaluate performance.
- Recommend short- and long-term institutional and earned revenue goals and objectives to the Executive Director.
- Develop, implement, and monitor systems and procedures necessary to the smooth operation of institutional marketing and communications.
- Keep informed of developments in the fields of marketing, communications and public relations and use this information to help the institution operate with initiative and innovation.

Secondary Functions

- Report at DTH senior leadership meetings, Board meetings, and staff meetings, as well as for DTH ad hoc meetings.

Supervision

- Marketing Manager
- Marketing Associate
- Social Media Coordinators
- Public Relations Consultant
- Graphic Design Consultant

Required Qualifications

- Bachelors degree in marketing, communications, or public relations preferred. Graduate degree in a related field is desirable.
- Minimum of 7 - 10 years of experience in marketing, communications, or public relations with demonstrated success, preferably in the not-for-profit arts and culture sector.
- Experience planning, writing, editing, and producing print and electronic newsletters, press releases, annual reports, marketing literature, performance programs, and other print and electronic materials.
- Experience with MS Word products (Word, Excel, PowerPoint, others)
- Experience with CRM systems; Raiser's Edge experience a plus
- Demonstrated experience and leadership in managing and developing a comprehensive communications, media relations, and marketing program, including ticket buying campaigns to advance an organization's mission and goals.
- Superior management skills; ability to influence and engage direct and indirect reports and peers.
- Ability to make decisions in a changing environment and anticipate future needs
- Self-reliant, good problem solver, results oriented.
- Energetic, flexible, collaborative, and proactive; a team leader who can positively and productively impact institutional initiatives
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, DTH's Board of Directors and staff
- Experience with new media and technological innovations a plus.

Terms and Conditions

- Full time.
- Compensation: Salaried, \$125,000 - \$135,000 plus medical insurance and DTH fringe benefits.
- Works in office environment and remote.
- Some evenings and weekends required during special events.

Dance Theatre of Harlem is an equal opportunity Employer

No phone calls please. Submit a cover letter and resume to:
humanresources@dancetheatreofharlem.org.