



Open Position

Job title:	Marketing & Communications Specialist
Location:	Creative Dance Center (CDC) – Main office, dance Studios and various off-site events; hybrid position with some remote hours
Terms:	Part time – 5-7 hours per week
Salary/rate:	\$27/hour
Requirements:	Needs a smartphone for taking photos, making videos & posting to social media, and a personal computer or laptop.
Reports to:	Administrative Director, collaborates with CDC Director & Kaleidoscope Artistic Director for content guidance

About us: The Creative Dance Center (CDC), a non-profit organization founded in 1981, nurtures self-expression, creativity, and learning through joyful and meaningful dance experiences. Using innovative teaching methods to unite body and mind, we provide an environment where people of all ages communicate, connect, collaborate, and create using the art form of dance.

About the role: We are seeking a dynamic creative marketing professional who understands how to build a brand using all areas of marketing communication including website, email, and social media. The Marketing and Communications Specialist will reach our target audience and tell the story of the Creative Dance Center & Kaleidoscope Dance Company to continue building our community of dancers. This position is critical to get the word out to the greater Seattle community and beyond about the work we do and services we offer.

Responsibilities: CDC Marketing – work with CDC Directors to update website content, post on social media, create print and online ads, and order event merchandise. Generate authentic, creative, and compelling social media initiatives to connect with new audiences and engage our existing base to promote our programs. Focus is on increased enrollment in classes/workshops, fundraising campaigns (Annual Giving in the fall and GiveBig in the spring), and educating the public about CDC's unique and appealing approach to dance. The Marketing Specialist will monitor and analyze digital marketing metrics and data, including SEO, engagement, etc., and make recommendations based on trends and CDC's goals.

Kaleidoscope Marketing – Support Admin Director & Kaleidoscope Director with Kaleidoscope event promotion to include updating our website, supporting poster/postcard design, writing/sending press releases, and advertising via social media and print/online marketing.

**Skills and
Qualifications:**

- Upbeat, creative, collaborative team member who appreciates the art of dance and can show it with compelling dance photography & videography, and graphic design.
- Experience with marketing design to create beautiful, captivating, and catchy social media campaigns while hitting deadlines. We measure marketing success in engagement, enrollment, and fundraising.
- Highly developed written, interpersonal, and oral communication skills. This may include copywriting/editing, and working independently as well as collaboratively with various stakeholders.
- Creative thinker with ideas about how to take a brand and create a tone, image, etc. to bring it to life.
- Experience or strong commitment to learning how to implement ad buying and digital marketing strategies such as search optimization.
- Computer programs: Google Drive, email marketing platforms, Adobe Suite or Canva, Apple Mac (preferred but not required).
- Demonstrated ability to balance projects and adhere to deadlines.
- 1-3 years of Digital Marketing experience and background in Communications, Marketing or Public Relations preferred.
- 1-3 years of experience in managing social media platforms including Facebook and Instagram for a small business or organization.
- Dance background is a big plus!

Contact us to apply

We offer a thriving, vibrant work atmosphere with a small team of dedicated employees who love CDC, love to laugh, and love to work hard to help CDC reach its mission: Connecting body and mind to transform lives through dance. If you have questions, please reach out to info@creativedance.org.

To apply, please submit a Resume and Cover letter by October 4, 2024 to info@creativedance.org

Select candidates will be asked to present design samples.