

## STEPS ON BROADWAY

<b>Job Profile:</b>	Director of Marketing and Communications
<b>Classifications:</b>	Full-Time, Exempt
<b>Reports to:</b>	Executive Director and Managing Director
<b>Direct Reports:</b>	Email Marketing Associate, Social Media Associate, Media Assistant, Outreach Coordinator, Website Manager (external), Graphic Designer (external), Public Relations Manager (external)
<b>Dotted Line Reports:</b>	Registrar, Shop Manager
<b>Salary Range:</b>	\$75,000 to \$100,000, based on experience
<b>Purpose:</b>	To support Steps' programs by driving top line revenues, retaining existing clients, developing new clients, and delivering on all elements of the brand promise

### Duties and Responsibilities

- Exercise a strong leadership role both internally and externally
  - Hire, supervise, and develop full-time, part-time, freelance and external marketing staff
  - Work collaboratively and support Open Studios, Youth and Pre-professional program directors and managers
  - Work collaboratively with Executive Director, Artistic Director, Director of Studio Operations and Managing Director
  - Participate in executive meetings and other internal meetings as necessary
  - Serve as an ambassador for Steps on Broadway locally, regionally and nationally
  - Work collaboratively with JL Enterprises sister organizations and programs including NYCDA, NYCDA Foundation and the Chita Rivera Awards
- Develop and implement effective marketing strategies and tactics to drive and increase annual top line revenues of \$7.5-8.5 million for all programs, classes and merchandise
  - Create strong social media presence and marketing tactics featuring high quality videos
  - Create and monitor ongoing annual marketing campaigns including direct mail, print advertising, e-marketing and social media marketing
  - Plan, supervise, coordinate, and approve the production, preparation, and distribution of all print and digital marketing materials
  - Establish and implement customer loyalty and retention strategies and tactics
  - Compile data analytics to inform marketing decisions
  - Establish and implement new business development strategies to target and attract new customers
  - Analyze sales patterns and determine appropriate marketing tactics to increase capacity and ensure sales optimization
  - Evaluate overall effectiveness and cost of sale for all marketing tactics
  - Engage and collaborate with faculty to maximize their social media presence
  - Manage merchandise inventory
  - Work with the Public Relations Freelancer, to develop national, regional, and local media coverage with a variety of story angles and ideas
  - Work with Director of Group Sales to develop and implement group sales strategies
  - Ensure maximal use of MindBody database
  - Collaborate with the Executive Director, Artistic Director, Managing Director and program staff to evaluate programs and strategies and to recommend changes
- Create a positive, inviting, user-friendly, time sensitive website experience for customers and potential customers
  - Work with website manager to update and refresh the website on a regular basis
  - Create a user-friendly, sales-oriented interface for customers

- Develop and manage the organization's brand
  - Create and monitor ongoing institutional marketing campaigns including direct mail, print advertising, e-marketing and social media marketing
  - Plan, supervise, coordinate, and approve the production, preparation, and distribution of all print and digital marketing materials
  - Oversee and approve use of institutional imagery in all materials
  - Work with staff to accurately brand the organization and all its services, programs and products
  - Establish and communicate the organizational positioning to staff, faculty and the dance community
- Budget and forecast top line revenues and marketing and public relations expenses
  - Provide regular sales reports reflecting budget goals and current vs prior year to Executive Director, Managing Director, and program directors
  - Develop and monitor marketing expense budget
  - Set pricing annually, analyze and set pricing policies; make recommendations to Executive Director and Managing Director on pricing strategies and income projections
- Oversee and coordinate market research and competitive analysis
- Develop promotions, marketing partnerships, and sponsorships with businesses, media partners, dance companies/dance-related organizations, and other like-minded organizations
  - Ensure that sponsorship marketing, recognition, and fulfillment needs are met
  - Proactively manage cross-promotional opportunities

#### **Performance Criteria**

- Revenue goals are met or exceeded
- Number of clients increases
- Growth in social media presence
- Campaigns successfully executed
- Deadlines are met
- Demonstrate effective use of resources, including time, money, materials and personnel
- Adherence to organizational policies
- Confidentiality of all constituents is protected

#### **Qualifications**

- Demonstrated record of success in using effective marketing strategies to increase revenues including audience development strategies, graphic design, print advertising and direct marketing strategies, video design and production and video marketing, and online, e-commerce, social media strategies
- Database management experience
- Customer service management experience
- Minimum seven years of experience as marketing director in the performing arts/education field (preferably in dance)
- Ability to manage numerous campaigns concurrently and effectively
- Ability to utilize and manage workflow management in ASANA software (or similar software)
- Significant experience working in data management in MindBody, Dance Studio Pro, Shopify, or equivalent software
- Superior management skills and the ability to maintain a positive work environment
- Enthusiastic, self-directed, outgoing, confident, and collaborative personal style with excellent interpersonal skills
- Outstanding analytical skills and intellectual curiosity, excellent written and communication skills
- BA required