

ALONZO KING LINES BALLET

Alonzo King LINES Ballet Digital Marketing Manager

Alonzo King LINES Ballet (AKLB) is a celebrated contemporary ballet company that has been guided since 1982 by its unique core values and artistic vision. Collaborating with noted composers, musicians, and visual artists, Alonzo King creates works that draw on a diverse set of deeply rooted cultural traditions and imbue classical ballet with new expressive potential. Founded in 1982, the mission of Alonzo King LINES Ballet is to nurture dynamic artistry and the development of authentic, creative expression in dance, through collaboration, performance, and education.

Our social media has tripled in size over the last 3 years and continues to play an important role in our overall marketing plans. We are in our 37th year as a leading contemporary ballet company and our historic photographs and videos are an important part of our social media plans. The Digital Marketing Manager position is critical given the visual nature of dance and the selectivity of our target market for our various educational programs.

The Ideal Candidate

The Digital Marketing Manager should have experience initiating and developing social media strategies across all platforms and have a good feel for tone and executional details. We are a small marketing department so the ideal person will be able to work independently, take initiative, and project manage approvals and processes within our organization. At LINES, our social media shares one voice across all the Education and Community Programs, Dance Center, as well as the Company so the ideal candidate is a strong writer, editor, and able to balance many requests.

The ideal candidate also brings an analytic mind, a passion for detail, and the ability to use all digital opportunities to grow our business. This will require experience with the various platforms and an appetite to stay abreast of new technology, our competition, and the dance world. This position also includes the management of all facets of our website which is a resource for many partners, constituents, and students.

Position Summary and Key Responsibilities

The Digital Strategist is responsible for planning and implementing digital marketing strategies for all programs in the organization (professional company,

education programs, Dance Center and community programs). This involves the following:

- Develop and oversee all social media activity with special attention paid towards consistency, tone, branding, growth, engagement, exchanges and analytics on Facebook, Instagram, and Twitter
- Experience with the WordPress platform which hosts our web page – able to take responsibility for all assets and information on the site.
- Assist with copy, editing and content creation in email newsletters and blasts
- Manage sites including Google Analytics and AdRoll and coordinate digital retargeting campaigns
- Provide meaningful reports gleaned from all analytics for all Department Managers and recommend ideas and solutions
- Plan and execute the email strategy to our lists through Constant Contact
- Provide in-house photography and filming services as needed as well as editing for social media, blog and special events to drive the content for our SM
- Plan strategies designed to increase engagement with our target groups
- Responsible for project management of all digital campaigns, website work, and email communication.

Qualifications

- High energy and a passion for AKLB, dance, and all things digital
- Experience writing and executing social media plans across Facebook, Twitter, and Instagram
- Experience developing, implementing, and tracking paid ad campaigns through Google Analytics
- Excellent communication skills, both written and oral
- Strong organizational and time management skills
- Flexible and adaptable style
- Ability to work both independently without close oversight, but also as a team player who will productively engage with others at varying levels of seniority within and outside AKLB
- Bachelor's degree required

Job Requirements

This full-time position reports to the Marketing Director and interfaces with the Artistic Director, CEO, and all the Program Directors

Must be able to work under pressure to meet organizational needs and other deadlines. Speaking and hearing are essential for communication, as is visual acuity essential for reading. Must be able to lift up to 40 lbs., be able to reach, bend, or

stoop, and reach over the head. Flexion and extension of wrists and arms is required 20-60% of workday.

This position description does not promise or imply that the functions listed are the only duties to be performed or that the position may not change, or be eliminated. Management reserves the right to revise the responsibilities or to require other or different tasks be performed when circumstances change (i.e., emergencies, changes in personnel, workload, rush jobs, or technological developments).

To apply, applicants should send their resume and cover letter describing their qualifications to jobs@linesballet.org Please include Digital Strategist in the subject line.

Alonzo King LINES Ballet is an Equal Opportunity Employer.