

## Position Description

**TITLE:** Marketing Associate - Community Engagement & The School  
**STATUS:** Part-Time Remote (20hrs per week) through March 1, 2021  
**REPORTS TO:** Director of Marketing  
**DEPARTMENT:** Marketing  
**WORKS WITH:** Digital Content & Marketing Manager; School Department; Community Engagement Department

The Marketing Associate - Community Engagement & The School provides support to the Marketing Team in promoting, strategic communication, and raising awareness for The School at Jacob's Pillow, a professional training program for dancers and choreographers and Community Engagement programs at Jacob's Pillow, multi-tiered programs designed for Berkshire County residents aimed at building and organizing community through embodied practices.

### RESPONSIBILITIES

- Project manage department timelines and deadlines associated with marketing plans & campaigns.
- Lead marketing efforts for The School's recruitment, application, and program promotional work in the field; including in-person and virtual offerings.
- Lead marketing efforts around Community Engagement programming including comprehensive strategy for department programs alongside storytelling that centers partners and artists' voices, experience, and communities.
- Contribute to content creation ideas featuring School alumni, School artist faculty, community artists, and community partners including drafting, editing, and publishing social media, blog posts, and email campaigns.
- Manage media assets including one sheets, copy, image, and video files for community partners, studios, and universities to help organize cross-promotion opportunities.
- Research new advertising, free listing, and marketing opportunities for all programs.
- Support the Digital Content Manager with website edits and additions, and email campaign creation.
- Support Social Media Consultants with content creation, social strategy, and engagement across Jacob's Pillow platforms, particularly organizing and managing The School's Alumni Influencer Program.
- Support the Digital Content Manager & Social Media Consultants in tracking success of marketing campaigns and creating monthly digital marketing reports using Google Analytics.
- Support Interim Director of Marketing with communication calendar management and advertising campaigns.

### QUALIFICATIONS

- Applicants must be energetic, professional, dedicated, and detail-oriented
- Bachelor's degree or equivalent academic experience in dance and/or dance education
- 2+ years experience in Marketing for nonprofits, community/grassroots organizing, or arts organizations
- Passion and knowledge of dance
- Knowledge of Wordpress or other similar website content management system

- Professional management of Facebook, YouTube, Twitter, and Instagram platforms, a plus
- Experience working with Photoshop, InDesign, and other Creative Suites programs, a plus

#### **TO APPLY**

Please email cover letter, resume, and references to Human Resources at [hr@jacobspillow.org](mailto:hr@jacobspillow.org) with “**Marketing Associate - Community Engagement & School**” in the subject line.

*All inquiries and materials will be confidential. Please do not mail hard copies.*

*Salary is commensurate with experience and in keeping with a not-for-profit pay scale.*

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#### **ABOUT JACOB’S PILLOW**

Jacob’s Pillow is committed to providing an inclusive, diverse, accessible, and equitable environment that cultivates the celebration of the art of dance and its positive impact on communities. Jacob’s Pillow’s mission is to support dance creation, presentation, education, and preservation; and to engage and deepen public appreciation and support for dance. Organization-wide values include inclusion, leadership, integrity, flexibility, partnership, and sustainability. Learn more about Jacob’s Pillow, its mission statement, and its values [here](#).

Jacob’s Pillow is a registered 501(c)(3) not for profit organization that provides equal opportunity for all employees and applicants for employment without regard to race, color, creed, religion, gender, sexual orientation, national origin, age, marital status, mental or physical disability, pregnancy, military or veteran status, or any other basis prohibited by state or federal law. This policy also prohibits employees from harassing any other employee for any reason including, but not limited to, race, religion, sex, national origin, age, or disabled status.

Jacob’s Pillow is a National Historic Landmark, recipient of the National Medal of Arts, and home to America's longest-running international dance festival, currently in the midst of its transition to becoming a year-round center for dance through a five-year strategic plan titled Vision ‘22. Each Festival includes more than 50 national and international dance companies and over 500 free and ticketed performances, talks, tours, classes, exhibits, events, and community programs. The School at Jacob’s Pillow is one of the field’s most prestigious professional dance training centers. The Pillow provides professional advancement opportunities across disciplines of arts administration, design, video, and production through seasonal internships and a year-round Administrative Fellows program. With growing community engagement programs, the Pillow serves as a partner and active citizen in its local community. The Pillow’s extensive Archives, open year-round to the public and online at [danceinteractive.jacobspillow.org](http://danceinteractive.jacobspillow.org), chronicle more than a century of dance in photographs, programs, books, costumes, audiotapes, and videos.