

Position Description

TITLE: Digital Marketing Associate
STATUS: Full-time; Seasonal; May 1 – September 17, 2021; Remote position possible.
REPORTS TO: Digital Content & Marketing Manager
DEPARTMENT: Marketing
WORKS WITH: Marketing Department; Patron Services Department; Programming Department; Philanthropy Department; Social Media Consultants
SUPERVISES: Festival Marketing/Digital Media Interns

Jacob's Pillow seeks a **Digital Marketing Associate** to join the Marketing Department to develop, implement, and support digital marketing strategy that promotes the organization's mission and pillars of programming, including Performances and Artist Residencies; Professional Training Programs; Community Engagement Programs; and Archives and Audience Engagement Programs. This role will work closely with and directly support the Digital Content & Marketing Manager on the deployment of email campaigns and automations and manage social media campaigns and channels in collaboration with the Social Media Consultants.

RESPONSIBILITIES

- Support the distribution of all Jacob's Pillow email campaigns and email automations, including newsletters, promotional content, fundraising appeals, and customer service emails.
- Support organic and paid social media campaigns in collaboration with Social Media Consultants including creating content, writing ad copy, and defining audience targeting segments and goals, alongside regular reporting.
- Support the Digital Content & Marketing Manager with website projects, including:
 - Webpage creation and editing, online calendar updates, and regular website maintenance
 - Assistance in development and implementation of SEO strategy
 - Suggesting areas of improvement
- Work with Pillow's digital marketing firm, Capacity Interactive, to create strategy and implement social media initiatives, including management of Facebook and Instagram paid campaigns.
- Assist in managing CRM efforts aligned with audience segmentation and focused on acquisition as well as customer retention and loyalty.
- Analyze and report on the effectiveness of KPIs and digital marketing efforts using Google Analytics and other analytic analysis tools.
- Protect brand voice and integrity in all published and digitally distributed content.
- Assist in creating seamless patron experience regarding access to on-demand digital content.
- Assist in Supervising Marketing/Digital Media interns during Festival months (May-August) and supervise the creation and distribution of signage, webpages, and email campaigns.

REQUIRED QUALIFICATIONS

- At least 2-3 years of professional digital marketing experience
- Basic HTML knowledge
- Experience working with email marketing and automation services, such as MailChimp, Constant Contact, Wordfly, or Prospect2
- Experience working with Content Management Systems, including WordPress
- Experience working with CRM platforms such as Tessitura or Salesforce
- Strong written and communication skills
- Strong organizational skills, with experience in managing multiple projects at one time
- Availability for 6-day workweeks during the Festival
- Experience working with PhotoShop, InDesign, and other Creative Suite programs a plus
- Passion for and knowledge of dance and the performing arts a major plus

SKILLS & QUALITIES

- Demonstrate outstanding attention to detail
- Ability to solve problems in a strategic manner
- Strong analytical & communication skills
- Utilizes effective time-management skills
- Well-organized, self-motivated, goal-oriented, and flexible

TO APPLY

Please email cover letter, resume, and references to hr@jacobspillow.org with “Digital Marketing Associate” in the subject line.

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

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, chronicle more than a century of dance in photographs, programs, books, costumes, audiotapes, and videos.