

August 20, 2017

POSITION TITLE: External Affairs Manager

This exciting new position of External Affairs Manager reinforces NW Dance Project’s commitment to building future audiences. This key position will play a substantive role supporting the company’s presence in the community. Our External Affairs Manager will lead and execute marketing, informational, and development plans.

Reports to both Artistic and Executive Directors.

This is a full-time position with full health, vision, and dental insurance benefits.

Primary Duties and Responsibilities:

Marketing

- work with the Artistic Director and organizational vision to deliver impactful and meaningful marketing and promotion strategies designed to achieve revenue goals, build audience loyalty, and attract new audiences for company and educational programs and activities
- develop and implement strategies to increase ticket sales
- create content for promotional and brochure materials, web, digital, and social media
- strategize and implement social media and digital campaigns
- expand marketing, communications, audience development, and public image

Audience Development

- nurture and develop audiences for NW Dance Project by finding innovative ways to increase patron loyalty and cultivate new audiences
- identify and develop relationships with local community groups, organizations, and businesses in order to engage and develop audiences

Development

- work closely with Executive Director to build and cultivate collaborative relationships with audience members, civic and philanthropic leaders, board members, key business partners, and community leaders
- develop fundraising platforms that engage and attract new donors
- work closely with Executive Director to identify, cultivate, and help solicit major gift donors and prospective benefactors

- work closely with Executive Director on the preparation of grant applications and sponsorship agreements
- lead organization's annual giving efforts, strategizing and increasing number of annual donors and the size of donations
- develop and oversee patron cultivation and special events, including annual fundraising gala
- coordinate in-kind donations

Qualifications

- previous marketing and development experience required
- bachelor degree required
- outstanding communication, computer (Mac), and organizational skills
- self-motivation with the ability to manage multiple projects simultaneously in a fast-paced environment
- committed to working as a team and individually
- strong attention to details
- database management
- knowledge of social media and Google advertising
- exceptional interpersonal skills
- proficiency with computer applications (Microsoft Office, MAC user, graphic/photo editing (a plus) and database applications
- passionate about NW Dance Project's mission and impact
- appreciation for the arts a must and familiarity with dance a plus

Position Available: Immediately

Salary: Commensurate with experience, educations, skills

Position open until filled.

Diverse applicants encouraged

To Apply: Candidates are invited to send a cover letter, résumé, writing samples, and references (no phone calls, please) to info@nwdanceproject.org

All applications will remain strictly confidential. Applications will be accepted until a final candidate is chosen. Please use the following Subject: External Affairs Manager Search