

# Danspace Project

## **COMMUNICATIONS MANAGER**

### **JOB DESCRIPTION**

**As of 07/01/2024**

The Communications Manager (CM) is a full-time position (exempt/salaried) reporting directly to the Executive Director & Chief Curator (ED/CC) with the primary responsibilities of liaising with the media and implementing external communications.

Working at the direction of ED/CC and in close collaboration with the Program & Development Departments, the CM will co-develop Danspace Project's annual communications plan, and manage strategies & timelines. The CM will organize, facilitate and implement daily those strategies through media, print, email, and other online / digital marketing approaches.

Responsibilities include:

#### Press & Media

- Liaising with press; serving as Danspace's primary media contact
- Writing and distributing Press Releases
- Coordinating and overseeing photographers, videographers, & press photo shoots at dress rehearsals etc.
- Developing & maintaining press lists & press archives

#### External Communications

- Creating and sending weekly e-blasts (language, images, etc.)
- Creating and posting daily content for social media
- Updating website content regularly

#### Marketing, Communications, and Design materials

- Coordinating with outside graphic designers and printers on season brochures (print and web-based), posters, and other print items. Occasional design of miscellaneous items like postcards and advertisements.
- Regularly coordinating with the Program Director/Associate Curator to gather marketing materials from Artists and partners for the website, e-blasts, social media, and show programs.

- Regularly coordinating with the Director of Development on marketing materials for gala, membership & other fundraising initiatives.
- Creation of programs/playbills for performances, events, and Galas
- Selecting and editing still images & video clips for e-blasts, social media & website

#### Ticketing Services & Audience Development (in coordination with the Program Dept.)

- Setting up ticket & merchandise sales and event pages on Danspace Project's website and in its ticket sales platform (Audience View) seasonally and as needed
- Drafting & managing audience communications such as ticket confirmations and pre-show emails
- Developing ticket sales & audience development strategies, with particular attention to expanding demographics aligned with Danspace's racial equity and accessibility goals and values
- Maintaining and co-developing accessibility tools and protocols for audience communications.
- Staying up-to-date on advertising, social media, and marketing trends
- Maintaining & growing audience mailing lists & subscribers

#### Planning & Departmental Management

- Creating annual Communications Plan including marketing, social media, and PR timelines and communications strategies
- Tracking & making recommendations for the annual Advertising & Promotion budget
- Conducting and analyzing seasonal audience surveys and other marketing-related research
- Managing any Communications Dept interns
- Main contact for website & ticketing platform maintenance & consultants

#### Other

- Maintaining seasonal archives
- Pulling and preparing archival materials for other departments or purposes as needed (examples might include: video work samples for grant proposals, press clippings & slide shows for board meetings or other events, etc.)