



**VELOCITY IS HIRING!**

## COMMUNICATIONS MANAGER

Join Velocity Dance Center, Seattle's award-winning art center dedicated to advancing contemporary dance in the Pacific Northwest by fostering the creative explorations of artists and adventurous audiences.

### **Position Information:**

- **Hours:** Full-time. Flexible schedule, but must be able to manage workflow effectively, meet established deadlines and attend weekly staff meetings. Some evening and weekend hours expected throughout producing season.
- **Compensation:** DOE.
- **Benefits:** 6 paid holidays, accrued sick hours, health insurance. Unlimited free dance and yoga classes, studio rental at the staff rate of \$7 per hour, complimentary ticket to all Velocity-produced program and events during employment.

### **To apply, please email the following materials to:**

[employment@velocitydancecenter.org](mailto:employment@velocitydancecenter.org) between **November 12 – December 1, 2014** with Communications Manager in the subject line of the email. Position open until filled.

- resume
- letter of interest outlining your relevant experience and why you are interested in this position
- two writing samples
- two relevant media samples (links to video or web design, graphic design pdf's, etc.).
- two references (complete with phone number, email address, and explanation of the relationship)

Applications will be reviewed as received. Please, no phone calls.

Velocity is an equal opportunity employer.

For more information about Velocity Dance Center's mission, vision, and core values, please view our website at [www.velocitydancecenter.org](http://www.velocitydancecenter.org)

### **COMMUNICATIONS MANAGER**

The Communications Manager is charged with managing Velocity's marketing and engagement activities with an emphasis on local/national press relations, community engagement, new media, external relations, in-house design projects, online fundraising and marketing campaigns, event collateral, and website maintenance. The CM will work with Velocity leadership to develop messaging and communications strategies to increase participation in Velocity-produced performances, classes, events and fundraising initiatives.

The Communications Manager reports to the Artistic Director.

### **Key Responsibilities include**

- Leading the charge, in collaboration with the Velocity Team, to develop strategies to increase participation in Velocity performances, classes, events, membership program, and fundraising campaigns.
- Generating Annual Communications and Engagement Plan with Artistic Director.
- Managing Communications budgets.
- Leading market research and data analysis campaigns.

- Writing, editing and coordinating all print and online materials.
- Managing Communications' timelines to insure all print and online materials meet specific deadlines.
- Designing in-house projects using Velocity's visual brand template: Class + Event Schedule, Posters, Postcards, flyers, front page of programs.
- Working with graphic designer to develop out-of-house design pieces.
- Managing visual branding and messaging continuity on Velocity's website.
- Managing online social media communications such as website, monthly E-news, Facebook, Twitter, Flickr, Vimeo and other new online social media.
- Managing Velocity's online inter-media journal STANCE as part of the organization's engagement strategy.
- Collaborating with Artistic Director to develop and manage public engagement events including Velocity Speakeasy Events.
- Acting as the primary contact for all press inquiries and cultivate press relationships on a regular basis.
- Managing press events and open rehearsals.
- Media Management: Collect press, video + photography for Velocity archives and maintain an orderly system.
- Procuring photographer and videographer for all events.
- Managing constituent email file, general email list cleaning, and assisting with pulling mailing lists and coordinating mailings
- Collaborating with development department on constituent file management and database maintenance.
- Collecting data to assist grant writing and program evaluation.
- Designing collateral for donor stewardship and cultivation events, leave-behind for donors, and splash pages for web fundraising campaigns
- Strategizing and developing new media channels such as short videos or interactive online features to forward Velocity's mission and reach.
- Managing one to two interns.

### **Skills + Key Characteristics**

- A Bachelor or Graduate-level degree and a strong knowledge about contemporary dance are a plus.
- An interest in engaging community members around contemporary and experimental performance through marketing, public engagement and social media.
- Be invested in the mission and goals of Velocity and exhibit a passion for non-profit organizations.
- Possess exceptional oral and written communications skills.
- Adept at utilizing high tech tools such as websites (word press), graphic design programs (InDesign), internet platforms, basic html, etc.
- Have experience utilizing technology and social media to connect people and spark conversation.
- Interest in staying up-to-date on new media tools and trends.
- Strong work ethic and ability to manage work flow independently.
- Sense of humor.
- Ability to work collaboratively.
- Graphic design skills.
- Video editing skills a plus.
- Experience in donor cultivation a plus.
- Commitment to providing a welcome environment; and ability to relate well to a diverse community.

### **About Velocity Dance Center**

Velocity Dance Center is a performing arts 501 (c) 3 not-for-profit organization in Seattle, WA. Founded in 1996, Velocity is the award-winning hub and incubator for contemporary dance for the Pacific Northwest—instrumental in making Seattle one of the most active dance communities in the nation. The center occupies 5,965 square feet in one of the country's most cultural vibrant neighborhoods. The organization manages three studios, an office/resource room, an online journal, and a convertible 100-seat theater.