

CAREER OPPORTUNITY: COMMUNICATIONS MANAGER

Position Open until Filled. Priority given to applications submitted by July 26, 2017.

ABOUT US

Velocity is Seattle's award-winning cultural hub advancing dance and movement art by fostering the creative explorations of artists and audiences. We are at the forefront of a movement of risk-taking art that shatters assumptions and builds community. Our culture is artist-focused and highly collaborative. Velocity is catalyst for artists and action; a resource and laboratory for the open exchange of art and ideas. We work towards a world that celebrates a diversity of cultural heritage, race, class, artistic expression, ability, gender identity and sexual orientation. We work towards a world where dance artists are valued for their singular contribution to society. Velocity activates three studios, an office/resource room, an online journal, a convertible 100-200 seat theater; and produces programming through out the region in partnership with major organizations. In recent years, Seattle has become one of the foremost centers for dance in the nation. Velocity is looking for a motivated, self-directed individual who welcomes the opportunity to join our exceptional team and engage with this dynamic environment.

Position Information:

Salaried, 32-40 hours a week, DOE. Health and dental benefits; generous paid holiday, vacation and sick leave; free admission to Velocity events and other Seattle theaters; unlimited free movement classes; subsidized studio rentals; professional development opportunities. Flexible schedule and ability to work from home, but this is a theater, some weekend/evening hours are required.

Reports to:

Artistic Executive Director (AED)

The Communications Manager develops and executes Velocity's communications and engagement strategy to inform, mobilize and grow our networks; and amplify the story and activities of Velocity and our artists. Working closely with the AED the CM creates an annual communications plan; develops campaigns to increase participation in Velocity initiatives; grows new opportunities for outreach; and builds positive relationships with artists, audiences, community partners, press, cultural organizations, and businesses.

Responsibilities include:

- Maintain familiarity with Velocity's programs, mission, vision, and history in order to be an educated representative of our organization.
- Develop a communications plan with a focus on new media, local and inter/national press campaigns, community partnership building, creative asset

creation, targeted storytelling, video and photo projects, engagement events, and external relations.

- Devise and deliver marketing and press campaigns for all Velocity's activities, including performances, classes, festivals, space grants, artist application opportunities, engagement events, advocacy campaigns, fundraising drives, and outreach for volunteers.
- Develop and manage communications budgets and timelines.
- Sustain a strong, focused brand.
- Create and strategically distribute print, online, and social media collateral and marketing including seasonal calendars, special event posters and postcards, class flyers, brochures, printed events programs, email newsletters, social media headers, annual appeals.
- Write and disseminate press releases, media advisories and event listings; serving as a primary media contact.
- Utilize developments in the arts/culture, dance, education and social justice sector to generate news stories.
- Generate and manage creative content and modes of engagement through online media including social media sites and Velocity's online journal.
- Manage Velocity's website: write, design and update content regularly.
- Communicate with artists and renters about communications and marketing needs.
- Manage agencies, vendors and freelancers including designers, printers, film producers, photographers.
- Partner with AED and programming staff to plan and execute events designed to build and engage our community.
- Partner with development staff to plan and execute campaigns to cultivate current and new donors.
- Coordinate social events including staff + faculty birthday celebrations, volunteer appreciation events, intern lunches etc.
- In partnership with Audience Services, manage ticket discounts, special offers, group sales, press comps; and respond to ticket and comp requests.
- Manage press events and open rehearsals.
- Serve as a Velocity representative at performances and events.
- Work with AED to develop and maintain positive relationships with community partners, media, sponsors, businesses and vendors.
- Oversee Velocity's presence on third party websites.
- Train and supervise interns.
- Conduct market research and analysis.
- Evaluate the effectiveness of Velocity's marketing initiatives. Report quarterly on key website, social media and email statistics. Make recommendations.
- Collaborate with development department to ensure constituent file management and database maintenance is up-to-date
- Maintain press, promotion, program, video + photography archives.

QUALIFICATIONS:

- Bachelor's degree and at least two years experience working in marketing, preferably in the arts, education, social justice, or media sectors.
- Contagious passion for risk-taking dance, and a belief in arts ability to transform communities, neighborhoods and society.
- Outstanding written and verbal communication skills.
- A self-starter, successful working in a fast-paced team with multiple deadlines.
- Experience managing administrative projects, involving multiple team members and complex timelines.
- Enjoys a collaborative, creative work environment.
- Expert or proficient in InDesign, MailChimp.
- Experience with online apps including Salesforce, Wordpress, Google Apps, Vimeo, Instagram, Facebook, Twitter.
- Fluent in English; conversational skills in other languages a plus, but not required.
- Beneficial: video-editing experience and basic knowledge of HTML/CSS.
- Committed to the mission and values of Velocity.

ABOUT YOU

You're passionate about contemporary performance, and the arts as a catalyst for change. You enjoy amplifying stories, connecting people to opportunities and adventures, and changing assumptions about the arts. Building and maintaining relationships with people from all walks of life comes naturally to you. You love throwing a great party—from the decorations to creating the witty invitations; and get satisfaction from managing the details with check-lists and timelines. You make use of all that technology has to offer – you post, share, listen, comment, spark conversations, and create cool content. You're probably a good salesperson too. You enjoy writing but also have a keen eye for design and visual storytelling. Thirsty for information, you keep your ear to the ground for emerging events, trends and current affairs. You enjoy celebrating others.

To Apply

Please send letter of interest, resume, and two professional references to employment@velocitydancecenter.org. No phone calls please.

VELOCITY fosters a creative and professional environment that reflects the diversity of Seattle. We are actively recruiting a wide pool of applicants representing dimensions of difference that include - but are not limited to - age, national origin, ethnicity, race, religion, sexual orientation, gender.

Employees must maintain a degree of flexibility in our rapidly changing environment and, as such, may be required to perform additional duties beyond the scope described here from time to time.