

VELOCITY

VELOCITY DANCE CENTER

Communications Manager Call

About Velocity:

Founded in 1996, Velocity is an artist-led nonprofit in Seattle, WA that is dedicated to providing Seattle dance-makers with the resources, advocacy, and collaborative support they need to blossom their ideas into impactful art and community actions. This is central to our mission to advance contemporary dance and movement-based art by fostering the creative explorations of artists and audiences. We do this through flexible and responsive platforms that support dance research and creation, movement education, and opportunities to share and experience contemporary dance performance.

Our core programs include Velocity's Creative Residency Programs, a ladder of new work incubator programs and process-driven residencies; Movement Education Programs, which provide training and classes for beginning through professional dancers, including the Seattle Festival of Dance + Improvisation; and Velocity Presents, a full season of performances, discussions, and community collaborations.

Velocity's programs create employment and artistic opportunities for more than 100 artists each year and our work reaches up to 20,000 audience members and class-takers annually.

About the Role:

Title: Communications Manager (non-exempt full-time)

Starting: estimated start date of April 17, 2023

Application Deadline: Rolling consideration, with a final deadline on Tuesday, March 28, 2023

Hours per week: 35-40. Work hours are flexible, but generally our team works weekdays between 10:00 am - 6:00 pm, with work on weekends and evenings for performances and events.

Place of Work: Ongoing administrative work will be performed remotely. Weekly team meetings and core season events will take place at 12th Avenue Arts | 1620 12th Ave. Additional events may take place in other venues across Seattle.

Immediate supervisor: Executive Director, Erin Johnson

Salary Range: \$43,000 - \$48,000

Benefits: Full-time employees are eligible for 100% employer paid medical and dental insurance through Kaiser Permanente. Full-time employees receive eight paid holidays, 80 hrs of paid vacation, and 52 hrs of paid sick leave each year.

Position Overview:

The Communications Manager coordinates and manages Velocity's communications strategy and supports marketing activities with an emphasis on new media, local press relations, external relations, in-house design projects, online fundraising and marketing campaigns, event collateral, and website maintenance to inform, mobilize, and grow our networks.

The main responsibilities include writing, editing, and coordinating print and online materials as well as online social media communications such as the website, E-news, Facebook, Instagram, etc. The Communications Manager will work with the team to develop messaging and communications strategies to increase participation in Velocity-produced performances, classes, events and fundraising initiatives. Together, this team creates an annual communications plan; and builds positive relationships with artists, audiences, community partners, press, cultural organizations, and businesses.

This is an opportunity to be a present driving force in the planning and execution of some of Seattle's most exciting dance projects, while working under Velocity's mission to serve Seattle-based artists and vision of a vibrant and sustainable Seattle dance ecology.

Responsibilities Include:

OVERALL COMMUNICATIONS STRATEGY + IMPLEMENTATION

Develop an annual Communications & Marketing Strategy with a focus on social media, local and inter/national press campaigns, community partnership building, creative asset creation, targeted storytelling, video and photo projects, engagement events, and external relations.

- Sustain a strong, focused brand by maintaining Velocity's brand guidelines

- Design and strategically distribute in-house print, and digital collateral and marketing including seasonal calendars, brochures, events programs, email newsletters, social media headers, Posters, Postcards, flyers
- Devise and deliver marketing and press campaigns for all of Velocity's programming
- Generate and manage creative content and modes of engagement through social media sites
- Develop social media channels to forward Velocity's mission, vision, and reach.
- Manage Velocity's website. Update current website; write, design and update content regularly; support the development of a new website.
- Create and follow communications timeline to ensure all print and online materials meet specific deadlines.
- Follow the communications budget for each program.
- Maintain familiarity with Velocity's programs, mission, vision, and history in order to be an educated representative of our organization at performances and events.

PROGRAM SALES

Work with ED and Creative Producer to develop strategies to increase participation in Velocity performances, classes, events, membership programs, and fundraising campaigns.

- Develop and maintain positive relationships with community partners, media, sponsors, businesses and vendors.
- Produce institutional content for monthly e-news, and periodic programming e-blasts
- Develop, coordinate open rehearsals, and possible public engagement events to build patron loyalty.
- Work on the brand and communications strategy for promoting individual programs and institutional communication.
 - Develop messaging and talking points

AUDIENCE + PARTICIPANT COMMUNICATIONS

In partnership with Operations Manager + Creative Producer manage all front-of-house and participant communications.

- Manage ticket discounts, special offers, group sales, press comps; and respond to ticket and comp requests.
- Oversee ticket and class confirmation auto emails to ensure continuity and correct event information is communicated to audiences.
- ensure patron information of students and event attendees is transferred from Salesforce to Mailchimp
- Manage lobby's posting of communications materials; and signage for studios and venues.

DEVELOPMENT

- In addition to program-related audience + donor cultivation, partner with ED to coordinate donor related content, e-blasts and digital invitations for fundraising events.
- Develop brand and strategy for online fundraising campaigns + in-person events.

PRESS + EXTERNAL RELATIONS

- Cultivate press relationships and ensure the press contact list is current.
- Write and disseminate press releases and event listings; serving as primary media contact.
- Oversee Velocity's presence on third party websites.

MANAGEMENT + ARCHIVE

- Manage communications-related agencies, vendors.
- Coordinate comms freelancers including printers, photographers, designers, videographers.
- Ensure communications file management and database maintenance is up-to-date.
- Maintain press, promotion, program, video + photography archives.

Required Skills/Qualifications:

- Highly organized with self-motivated drive and the ability to work collaboratively.
- Strong capacity for building and stewarding relationships with artists + programming partners.
- Open and responsive communication style, and a comfort with "ask culture," and saying and receiving "no."
- Commitment to anti-racism and care-centered culture, through engaging in transparency and accountability processes when there are ruptures and repairs.
- Awareness of current contemporary dance ecology in Seattle, WA. Desired interest and connections in the national contemporary dance community.
- Professional experience, knowledge, and enthusiasm for social media, press, website management, design, and marketing in the arts. Relevant (but not required) degrees may include bachelor's degree or higher in communications or journalism.
- Proficiency in Google Suite and comfort with social media platforms, Adobe Design Suite, and Wordpress.
- Optional experience using Salesforce and Patron Manager.

Equal Employment Opportunity:

Velocity Dance Center is an equal opportunity employer. This means we do not discriminate in employment decisions, practices, or policies, on the basis of any legally protected status, including race, color, national origin, citizenship status, creed, religion, sex, age, marital status, physical or mental disability, sexual orientation, gender identity, genetic information, veteran or military status, ancestry, political ideology, use of a trained guide dog or service animal, and any other factor prohibited by federal, state and local laws.

How to Apply:

To apply, send a cover letter, resume, and two references to erin@velocitydancecenter.org. If you have questions about the application process, please contact erin@velocitydancecenter.org