



Marketing Associate
Full Time (30 hrs/week), Non-Exempt

Background:

ODC is a groundbreaking contemporary arts institution, delivering its mission through a world class dance company, an innovative presenting theater and digital platform, a dance school for movers of all ages and abilities, and ODC Heath with initiatives including a fee-free diagnostic and educational Healthy Dancers' Clinic, and a fitness program for all levels and abilities. Guided by Founding Artistic Director Brenda Way, and Executive Director, Carma Zisman ODC is nationally recognized for its entrepreneurial spirit and artistic innovation. Unique for its fully integrated vision, ODC strives to inspire audiences, cultivate artists, engage community, and foster diversity and inclusion through dance performance, training, and mentorship. ODC operates a two-building campus consisting of a Dance Commons and the ODC Theater in San Francisco's Mission District (when in-person activities are allowed), and a robust digital program for classes, performances, and engaging dialogue. ODC's programs and activities have contributed to community development, arts education, and access to creative art-making for 50 years.

Position Summary:

The Marketing Associate helps plan and implement our digital marketing and advertising activities through daily administrative and operational tasks. Reporting directly to the Senior Digital Marketing Manager, this position is mainly responsible for maintaining the ODC website, supporting the development of email and social media campaigns, assisting with audience development initiatives, and collaborating on defining content streams and implementing new user-generated content systems across all social media platforms (Instagram, Facebook, TikTok, Twitter, Pinterest). The Marketing Associate will also work closely with the full marketing team in managing CRM lists, building audience surveys, and collecting data to strengthen and build the visibility and overall brand of the organization.

Compensation:

\$23 - \$26 per hour, DOE

This is a full-time, hourly position, eligible for overtime. With a minimum time base of 30 hours per week and not to exceed 40 hours per week. This position is based in the San Francisco, CA campus and offices with arrangements for some remote work as arranged with the Senior Digital Marketing Manager. You can earn and accrue ten (10) days per year of paid time off. In addition, as a member of ODC's full-time staff, you can receive three (3) additional days as floating holidays. You can also receive these paid holidays each year: New Year's Day, MLK or President's Day, Memorial Day or Juneteenth, Independence

Day, Labor Day, Thanksgiving Day, and ODC's administrative winter break—which falls in 2021 from December 24 – December 31.

As a dance organization committed to physical well-being, you will be entitled to participate in the same medical, retirement and other benefit plans. The other benefits include pre tax commuter deductions, access to tuition-free dance classes at ODC, and access to complimentary tickets to select ODC performances.

Essential Duties and Responsibilities:

Website Development & Maintenance

- Ensures the ODC website is up-to-date with program information and special announcements
- Builds responsive web pages for all ODC events and activities and make changes to existing pages on the fly as needed
- Improve the User Experience of the website regularly
- In collaboration with the marketing team and other key stakeholders such as client relations, operations, and box office ensures the website aligns with brand strategy and messaging to grow subscriber base and web traffic
- Coordinates with external web developer in troubleshooting and implementing web features
- Respond to reports of web problems, troubleshoot, and resolve all website issues

Social Media & Email Marketing

- Coordinates and executes weekly social media plan as directed by the Senior Digital Marketing Manager
- Manages and builds ongoing marketing emails via MailChimp
- Responsible for analyzing email campaign reports, testing strategies, pulling data (open rate, CTR)
- Communicates results including KPI's on a weekly, monthly, and quarterly basis and applies learnings to future campaigns to improve results

Audience Development

- In conjunction with the Marketing team, develops and tests strategies to connect with emerging audiences – students, new movers, young professionals, community groups, etc.
- Assists in the development of surveys to analyze customer purchasing patterns, preferences, and the organization's image and marketing effectiveness
- Manages CRM lists for marketing communications
- Stay informed of changing landscape of digital communication, ticket sales, audience cultivation, and industry best practices
- Assist with market research to help the organization meet its strategic goals through increased ticket revenue, class sales, audience and community expansion.

Technical Skills

The desired candidate would have knowledge of the following computer programs and databases:

- Drupal CMS, or similar website content management system
- Mailchimp, or similar email marketing platform
- MindBody and Salesforce/Patron Manager, or similar CRM
- Google Suite
- Adobe Creative Suite (Photoshop, After Effects, In Design)

Required Qualifications:

- Must be 21 years of age and eligible to work in the US
- Bachelor's degree or higher education certification
- Knowledge of social media platforms (Facebook, Instagram, Twitter, TikTok) mailchimp, and google advertising platforms
- Demonstrated ability to develop successful email and social media campaigns

Preferred Qualifications:

- 2-5 years relevant work experience
- Passionate about the arts/dance
- Willingness to pursue continuing education on current trends in digital marketing, new tools, and platforms
- Ability to craft compelling marketing copy for marketing communications

To Apply

- To apply for this position, please **email your current resume, one writing sample, one example of a social media post and a cover letter to: hr@odc.dance**
- Note, please place the words, "**Marketing Associate**" in the subject line.
- ODC requires proof of vaccination for the members of our staff who wish to work in-person on campus

At ODC we believe the vitality of life in the San Francisco Bay Area is contingent upon continued exposure to a variety of perspectives, beliefs, and wisdom. Our work at ODC is challenging and exciting. We attract people who are committed to dance and the arts and we are willing to work hard to engage our audiences and serve our communities. If you want to make a difference, challenge yourself and help us continue to innovate, we welcome your energy and talents. People of color and people with disabilities, of diverse sexual orientations, gender expressions and identities are welcome and encouraged to apply.