



GIBNEY

COMMUNICATIONS MANAGER

JOB DESCRIPTION - FEBRUARY 2018

The mission of Gibney is to bring the power of movement where it otherwise would not exist. Our vision is to be a trailblazing force in the community, tapping into the vast potential of movement, creativity and performance to effect social change and personal transformation.

Summary Statement: The Communications Manager works to advance Gibney as part of a coordinated Marketing Team consisting of the Director of Marketing and Marketing Assistant. The Communications Manager is a full-time position reporting directly to the Director of Marketing.

RESPONSIBILITIES

- Generate strategic and engaging content across multiple channels, including Facebook, Instagram, and email.
- Absorb and distill complex information to create clear and well-designed communications.
- Be an expert in Gibney's brand, voice, and programmatic offerings.
- Analyze the efficacy of marketing campaigns through regular reporting, using Google Analytics and other tools, and make recommendations for improvement.
- Manage social media and email scheduling and content calendar.
- Create flyers, postcards, posters, and other promotional materials, adhering to brand guidelines.
- Create and disseminate Gibney's monthly digital and printed newsletters.
- Update website, including creation of pages for performances and events and regular audits to ensure that information is up to date.
- Manage Gibney's digital signage display system to promote performances, programs, and other organizational initiatives.
- Work with Gibney resident artists, presented artists, and faculty to create relevant and compelling marketing materials including interviews and blog posts.
- Assist with the creation of Gibney's Annual Report and Biannual Season Brochures.
- Other duties as needed.



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QUALIFICATIONS

- Associate's or bachelor's degree in a related field.
- Minimum of two years relevant experience.
- Exceptional writing and storytelling skills.
- Strong attention to detail in written communication and design.
- Strong commitment to and understanding of the mission of Gibney.
- Ability to proactively organize and prioritize a large volume of work.
- Working knowledge of Adobe Creative Suite programs and interest in design.
- Experience with marketing software and platforms, including MailChimp or other email marketing software, Facebook Advertising, and Google Analytics preferred.
- Basic knowledge of HTML and Content Management Systems (WordPress) a plus.

APPLICATION INSTRUCTIONS

To be considered for the position, please email the items below in one PDF-formatted file with your name as the filename to position@gibneydance.org. Include "Communications Manager" as the email's subject line. Submissions must include a substantive cover letter, résumé, and contact information for three professional references.

All expressions of interest and conversations will be held in the strictest confidence; references will not be contacted without the candidate's permission. Incomplete submissions will not be considered nor will submissions sent via postal mail or fax. No calls please.

Prospective applicants are strongly encouraged to review our website at www.gibneydance.org before submitting materials for consideration. Gibney will not consider submissions from applicants that do not have the required experience. Gibney will not consider submissions through employment agencies or online services.

GIBNEY IS AN EQUAL OPPORTUNITY EMPLOYER.