



Digital Content Associate

The School of American Ballet (SAB), founded by George Balanchine and Lincoln Kirstein, is the preeminent ballet school in the country. We provide the resources for a diverse pool of talented young people to train at the highest level – with 20-25 students going on to dance for New York City Ballet and other major ballet companies worldwide each year. SAB has a far-reaching impact on the art form of ballet and enriches the lives of each student who comes through our doors, over 1,000 annually.

2019 is a landmark year for SAB. We are celebrating our 85th anniversary, and in February welcomed our third artistic director in the School's history. A robust strategic planning process in 2018-19 resulted in new SAB OPEN programs to increase earned income and reach new audiences, a fresh and modern visual identity, and a much-needed investment in SAB's digital infrastructure, including a full redesign of SAB's web site and overhaul of the School's student information and communication systems. An integrated digital communications strategy that speaks to SAB's key audiences of donors, students/parents, and general supporters is a top focus, with our Executive Director participating closely in this initiative. Now more than ever, we recognize that our ability to share the School's remarkable story with a broader audience is essential to our relevance and financial security in the future.

SAB seeks a full-time Digital Marketing Associate to help us tell that story. This newly created position reports to the Director of Marketing, and collaborates closely with the development department to help develop and execute a comprehensive digital marketing strategy for donor engagement and student recruitment.

Key areas of responsibility include:

- Work with Marketing Director to develop and execute a digital strategy for SAB's overall brand presence, with a focus on donor engagement and student recruitment specifically
- Develop video, photo and editorial content to tell SAB's story of the remarkable dedication, artistry and accomplishment that is on display here daily. Generate story ideas and compose extensive written content in the form of feature stories, news items, "behind the scenes" stories for publication on web site and/or other digital channels.
- Create content for SAB's established social media channels, namely Instagram (currently 150K followers) and Facebook (nearly 200K followers); and collaborate with all departments to establish a social media content calendar

- Access analytics to evaluate the effectiveness of social media and website communication; translate analytics into easy-to-understand and actionable reports to colleagues
- Collaborate with various departments to help design and execute seamless fundraising, recruiting and programmatic campaigns across all digital channels.
- Build templates, provide content support, and share tips and suggestions to increase open rates for email campaigns
- Support SAB organization-wide projects, with related tasks assigned as needed

The ideal candidate will have these qualifications:

- 2+ years work experience in creating social media, email and blog content on behalf of a brand, organization or issue, including managing digital campaigns from start to finish
- Exceptional writing skills and creativity, with the ability to shape information into original, clear, concise, error-free content within tight deadlines
- Demonstrated success establishing a credible and appropriate “voice” and the ability to shape tone and style for specific audiences.
- Basic videography and video editing skills. Experience with video production management a plus.
- Experience with Photoshop. Familiarity with full Adobe Creative Suite a plus
- Experience with email marketing systems and setting up trigger campaigns a plus
- Strong project management; ability to develop and execute a strategy with great attention to detail and timelines
- Strong analytical skills with experience interpreting engagement metrics from multiple sources.
- Experience with WordPress and SEO best practices. Basic knowledge of HTML
- Professional, calm and mature demeanor, with a positive attitude and sense of humor
- Strong commitment to the mission and goals of SAB, interest in ballet and the arts

- Bachelor's degree

To apply, please send cover letter, resume and writing samples to DigitalMarketing@sab.org by September 20. Writing samples should include applicable material such as social media/blog content, marketing email copy. No phone calls please.

The School of American Ballet is an equal opportunity employer. Diverse candidates are encouraged to apply.