

Job Description: Young Dance Marketing and Communications Director

Young Dance, a Twin Cities dance education nonprofit, seeks a Marketing and Communications Director to spearhead promotions, programming, and fundraising communications. The position will begin immediately and will be open until filled.

About Young Dance:

Since 1987, [Young Dance](#) has encouraged youth in our community to build body and spirit through dance. Our mission is to **transform lives through movement**. We are an inclusive community, believing everyone can (and should!) dance. We center personal, artistic, and creative expression through diverse dance forms in which students develop self-awareness and critical thinking skills while fostering a commitment to self, the group, and lifelong learning.

Young Dance has a core staff of 5 part-time employees, with 30 additional teaching faculty. The staff collaborates closely to develop and implement a long-term vision aligned with our mission and values. We place a strong emphasis on access, representation, and transparency.

Young Dance, located in the Midway neighborhood of St. Paul, serves approximately 3000 youth annually through our classes, youth performing company, and community partnerships.

Responsibilities include:

- Communications related to programming, events, general news, and marketing
- Manage internal communication systems
- Collaborate with staff to create engagement with new communities, specifically BIPOC, LGBTQIA+, and people with disabilities
- Oversee social media strategy and implementation
- Design printed promotional material
- Maintain and regularly update the Young Dance website
- Oversee branding is consistent in all communication
- Adhere to accessibility guidelines in all communications
- Collaborate with the Executive Director and Board committee to implement fundraising initiatives
- Write press releases in collaboration with other staff
- Attend staff meetings
- Strategizing the year's printing and marketing not to exceed the annual budget

Qualifications and Experience:

- Experience in Marketing and Design related to communications
- Strong interpersonal and communication skills
- Excellent writing skills
- Effective organization skills with both time and people, working independently and staying focused on multiple priorities and deadlines
- Reliable phone and internet access
- Aptitude with Google Workspace, Google Analytics, Google Ads, MailChimp, Wordpress, Microsoft Word/Excel, Adobe Acrobat
- Aptitude with Adobe Creative Suite or equivalent design software
- Aptitude with Photo and Video editing
- Personal computer is required
- Connected to BIPOC, LGBTQIA+, and/or disability communities

Young Dance is committed to increasing the representation of BIPOC, LGBTQIA+, and disability communities in the leadership of our organization. People of Color, persons with disabilities, and LGBTQIA+ are strongly encouraged to apply.

Compensation/Schedule:

The Marketing and Communications Director is a 0.75 FTE position (25-30 hrs/week) with an annual salary of \$26,000 - \$30,000, commensurate with experience. Salaried employees also receive a \$200/mo contribution towards a Health Reimbursement account.

Schedule is flexible, though specific hours will be determined with other staff and may vary according to project needs. Occasional evening and weekend availability required for events.

This is a hybrid position, requiring some hours in person while allowing for remote work.

Young Dance offers a “flexible leave policy,” allowing unlimited time off with approval as long as obligations and deadlines are met.

Young Dance offers an annual professional development stipend of \$500.

The Marketing and Communications Director will report to the Executive and Artistic Directors.

Young Dance does not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin, disability, marital status, sexual orientation, or military status.

Applications are being accepted immediately. The position will be open until filled with a goal of starting employment on February 10, 2025. To apply, please submit a cover letter and resumé, with 2 references, to Executive Director Gretchen Pick at

Gretchen@youngdance.org

Address any additional inquiries to Gretchen@youngdance.org.

www.youngdance.org