



# AMERICAN REPERTORY BALLET PRINCETON BALLET SCHOOL

<u>Position:</u>	Director of Marketing and Digital Strategy
<u>Company:</u>	Princeton Ballet Society (dba American Repertory Ballet (ARB) and Princeton Ballet School (PBS) will locations in Princeton, New Brunswick, and Cranbury, NJ)
<u>Job Type:</u>	Full time, exempt. There may be travel associated with this position.

## Overview

The Director of Marketing and Digital Strategy will be responsible for the branding and marketing of the Princeton Ballet Society. The Director will oversee the creation and implementation of print and digital marketing plans to generate ticket sales, build School enrollment, and increase awareness for all American Repertory Ballet and Princeton Ballet School programs.

With the Executive Director and senior leadership team, the Director of Marketing and Digital Strategy will develop and refine the organization's marketing vision and strategy, while implementing an integrated digital media plan to advance the organization's brand identity and engagement with audiences in New Jersey, nationally and internationally.

Responsibilities include but are not limited to:

- Build, plan, implement, and manage the overall digital marketing strategy
- Build an inbound marketing plan
- Manage and oversee various digital marketing channels
- Oversee the organization's social media accounts
- Research and suggest activities for improving the quality of online content
- Track and measure SEO and Google Analytics metrics and provide reports
- Research areas for growth and help project future ticket sales, enrollment, and engagement trends
- Keep abreast with industry and market trends and best practices
- Serve as the project manager for website redesign
- Coordinate website updates—ensure that new and consistent information (articles, links, stories, events, videos, and other content) is regularly posted and updated
- Develop and implement marketing campaigns for new and existing performances, class schedules and outreach programs
- Determine and manage the digital marketing budget and deliver marketing activity within agreed budget
- Work closely with the Access and Enrichment department for community marketing campaigns as well as group sales, dance residencies, and performances
- Work collaboratively with the development team on communications and marketing plans for annual appeals, event invitations, other development events, etc.



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- Capture and create organic content at organization related classes, performances, or events
- Create promotional, repertory preview and recap videos for the professional company, Princeton Ballet School, and outreach programs
- Manage organization of all assets (logos, approved photos, videos, etc.) on shared drive
- In collaboration with the Communications Manager, develop, distribute, and maintain all materials including but not limited to e-newsletters, brochures, fact sheets, reports, playbills, program collateral, donor appeals, and published reports
- Manage Google AdWords, Google Analytics, iContact, social media/e-communication campaigns and other outreach projects
- Manage the productivity of the marketing plans in relation to ticket sales and tuition
- Produce reports for staff meetings and quarterly reports for Board of Trustees Meetings
- Other duties as assigned

### **Qualifications**

- Bachelor's degree or equivalent in marketing, digital technologies or similar field
- Must have an interest and appreciation for dance; experience in the arts a plus
- 3-5 years minimum experience in developing and implementing digital marketing strategies
- Good knowledge of all digital marketing channels
- Good knowledge and experience with online marketing tools and best practices
- Hands-on experience with SEO, Google Analytic, iContact, and graphic design tools
- Familiarity with web design and Wordpress
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills
- Great interpersonal and communication skills

**Salary/Benefits:** Salary is \$60,000 and includes a comprehensive benefits package.

### **Organizational Background**

The Princeton Ballet Society's mission is to bring the joy, beauty, artistry, and discipline of classical and contemporary dance to New Jersey and nationwide audiences through public performances and to dance students through artistic and educational programs.

This mission is fulfilled through three distinct but unified parts of the organization: American Repertory Ballet (ARB), the preeminent ballet company in NJ, now under the leadership of Ethan Stiefel, Artistic Director; Princeton Ballet School (PBS), one of the largest non-profit dance schools in the nation; and ARB's Access & Enrichment initiatives, programs designed to enrich students and the local community to the art form of dance, as active participants and informed observers, and to develop life-long dance enthusiasts. It is through these three branches that the organization's vision is pursued: to entertain, educate, enlighten, and inspire with the beauty and passion of dance.

Designated a "Major Arts Institution" by the New Jersey State Council on the Arts for two decades, and recognized by the National Endowment for the Arts "American Masterpieces" program, the organization plays a leadership role in the dance community. ARB's annual production of *Nutcracker*,



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first produced in 1963, is the longest-running production in the state and one of the longest-running in the country. ARB's DANCE POWER program, now in its 36th year, is an in-school dance residency that provides dance education to every 3rd grade student in the New Brunswick public school system, and remains the longest-running arts/community partnership in NJ.

Founded in 1954 by Audrée Estey, the mission of Princeton Ballet School is to create and train professional dancers and to provide age and developmentally appropriate dance classes to the general public for students ranging from recreational beginners to professional artists.

The School has a highly qualified faculty dedicated to providing training for all dancers wishing to appreciate ballet as an art form, a life-long form of exercise and a means in which to find self-confidence and poise. For the gifted student wishing to make dance a professional career, the curriculum and artistic acumen of the faculty have produced dancers who have graduated to the professional level in ballet, modern dance, Broadway and television and film. For the student looking for a bridge from their high school training into their professional careers, ARB offers the Trainee Program which is managed by Princeton Ballet School. [www.arballet.org](http://www.arballet.org)

**Equal Opportunity Employer:** Princeton Ballet Society is an equal opportunity employer and does not discriminate based on race, color, religion, sex, gender identity/expression, sexual orientation, national origin, age, disability or belief.

**To Apply:** Qualified candidates should submit their resumé and cover letter electronically to [hr@arballet.org](mailto:hr@arballet.org). (please note the position title in your subject line).