

Communications and Development Assistant

Classifications:

Non-exempt, part-time (20hr/week) employee

Summary: Dance Project is a nonprofit organization in Greensboro, with the mission to cultivate the field of modern dance in NC, nurturing a community of artists, audiences, and students by providing opportunities for training, performance, collaboration, and employment. Dance Project has been educating, entertaining, and inspiring Greensboro and the state for nearly 30 years, through our three main programs, the School (our studio based in the Cultural Center), the NC Dance Festival (showcasing the state's talented professional choreographers), and the Van Dyke Dance Group (managing the repertory of our founder, Jan Van Dyke). Dance Project's vision is to build a stronger community through dance. We strive to make high-quality dance accessible to the whole community.

The Communications and Development Assistant assists the Executive Directors with implementing the communications activities across all programs and fundraising campaigns, and reports to Executive Directors.

Responsibilities and Tasks:

Communications

- Coordinate communications calendars for upcoming events and organizational content, draft and schedule digital and print content, including daily social media content.
 - Update website content weekly and as needed (includes updating existing pages, keeping homepage current (banners, buttons), updating website event calendars, etc)
 - Update event listing sites and create social media events with appropriate lead-time before upcoming events and new class semesters.
 - In consultation with EDs and staff, create and schedule social media posts, weekly, or as needed.
- Assist in the collection and creation of digital/visual content, including videos, photos, and graphics.
 - Will include visiting classes, rehearsals, and events to record photos and videos.
 - Will include content creation and editing in Canva software.
 - Maintain an organized media drive, for photos and videos for marketing and fundraising use.
- Assist in creating, sending, and monitoring all mass communications (monthly e-newsletters, campaign flyers, donor communications, pre and post show feedback)
 - Communications are expected to be consistent in design and tone, follow the organizational style guide, and contain accurate information.

- All e-communications are expected to be sent in a timely manner, and in alignment with Dance Project communications calendar.
- Assist in the marketing of Dance Project's programs, including the School's classes and events, NC Dance Festival, and outreach programs.
 - Will include tabling at events, reaching out to community partners, distributing promotional material, and other comparable activities.
- Maintain press contacts database and basic press, photo, and video archive.
 - Annually and as needed, update the press contacts database to ensure accurate contact information.
 - Collect press clippings on an on-going basis, organizing them digitally by program and date.
 - Develop and update (Quarterly) a collection of student, donor, and staff impact stories, successes, and news clips that demonstrate the value of Dance Project programming.

Development

- Donor management, stewardship, and analytics
 - Create monthly and quarterly "impact" emails for donors, and campaign-related communications materials.
 - Update donor database (Bloomerang) as requested with donor information and notes, and other data entry as needed.
 - Ensure donor acknowledgements are completed promptly, and print and send acknowledgement letters as requested.
 - Donor communications are answered promptly and courteously by email or phone as required.
 - Donors are greeted politely and treated courteously at events.
 - Assist staff and board members with donor stewardship by preparing and distributing donor call lists (thank you calls, following up on invitations, etc.), running reports, and other tasks as assigned.
- Assist with Grant management
 - Quarterly, check on upcoming grant deadlines
 - Assist grant writers with planning out timeline for grant applications, follow up, and reporting.

General:

- Provide administrative support, including answering phone and email inquiries in a timely, pleasant, and efficient manner.
- Attend and contribute to team and staff meetings.

- Weekly: All-staff huddle meeting (Mondays 12:30); Social media meeting (Thursdays 2:30)
- Perform other duties as may be reasonably requested by Dance Project.
- Carry out duties and responsibilities in a way that upholds Dance Project's Core Values (Community, Excellence, Generosity, Respect, Integrity, and Inclusivity) and policies.

Knowledge, skills, and abilities:

- Excellent communication skills, both written and oral. The Communications and Development Assistant may sometimes represent the organization at public events.
- Excellent administrative and organizational skills; highly organized, accurate, and responsible.
- Excellent attention to detail
- Ability to multitask, identify priorities, and meet deadlines
- High level of computer literacy (including Office suite, Google Drive); technological savviness, fluent using multiple social media platforms, web, database, and other information technology systems.
- Basics of photo/video editing and basic graphic design abilities required. More extensive design experience and familiarity with Adobe Creative Suite a plus.
- Excellent time management
- Demonstrated ability to work well independently and as part of a team.
- Good customer service skills, friendly, warm personality.
- Creative thinker and problem solver
- Knowledge of and interest in the performing arts, especially dance.
- Understanding of media relations and digital media strategies
- Previous non-profit experience is a plus, and/or a strong interest to work in the nonprofit sector.
- Ability to work a flexible schedule including nights and weekends is essential

Preferred Requirements:

- Associates or Bachelor's Degree
- 1+ years experience working in marketing/communication, development/fundraising, or or equivalent experience from which comparable knowledge and skills are acquired.
- 3 professional references

Post offer requirements:

- Credential and reference check
- Background check

Compensation:

This is a part-time, 20 hour/week position. The compensation is \$17-\$20/hour, commensurate with experience and qualifications. Dance Project does not offer health/dental insurance, life

insurance, or other benefits to our employees. We do offer parking validation to park in a City of Greensboro deck during administrative work. Part-time employees are not eligible for PTO benefits, but have flexibility in scheduling hours and ability to work remotely for a portion of their hours.

To apply:

Submit a current resume and one-page cover letter outlining your recent/relevant work experience and what makes you the ideal candidate to assist with Dance Project's Communications and Development activities. All materials must be submitted to Anne Morris, Executive Director at anne@danceproject.org. Applications received by December 10, 2023 will receive priority consideration. Final application deadline is December 18, 2023.

Dance Project is committed to anti-racism, inclusion, and equity in our programming and workplace, and to providing an environment of mutual respect where equal employment opportunities are available to all applicants without regard to race, color, creed, religion, sex, national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, and any other identity. We strive for a diverse representation of voices, life experiences, views, and interests to reflect the community we have and wish to serve.