

Job Title: Communications & Marketing Assistant

Location: Greensboro, NC (hybrid/flexible schedule available)

Position Type: Part-time (approx. 15–20 hours/week)

Reports to: Director of Strategic Programs and Executive Director

Pay range: \$18-\$19/hr

Classifications:

Non-exempt, part-time employee

About Dance Project:

Dance Project is a nonprofit organization dedicated to nurturing a vibrant and inclusive dance community in North Carolina. Through our school, professional residencies, the NC Dance Festival, and outreach programs, we provide opportunities for dancers of all ages, abilities, and backgrounds to discover and grow through movement. Our philosophy: *Everybody can dance!*

Position Overview:

Dance Project is seeking a creative and organized Communications & Marketing Assistant to support our outreach, branding, and fundraising efforts. This role is ideal for someone who is passionate about the arts, comfortable creating digital content, and eager to connect with the community. This position can accommodate a hybrid/flexible schedule; some in-office time is required, and availability to shift schedule to assist with occasional events on nights and weekends is necessary. Priority will be given to applicants who are not currently enrolled in a full-time academic program.

Key Responsibilities:

Social Media & Content Creation (40%)

- Create engaging social media content (posts, photos, Reels, Stories, etc.) for platforms including Instagram and Facebook.
- Design simple, on-brand graphics and flyers for events, classes, and programs.
- Collaborate with staff and teaching artists to gather content and share stories that reflect Dance Project's mission and values.
- Maintain a consistent posting schedule and track basic engagement metrics.

Email Marketing (25%)

- Write, design, and schedule regular email newsletters (via the Mailchimp platform).
- Draft donor impact newsletters to highlight the importance of community support and donor contributions.
- Assist with copywriting and editing to ensure clear, mission-aligned communication.

Website Updates (15%)

- Make basic content updates to Dance Project's website (WordPress), including updating event information, program information, and media.
- Ensure website content remains current, accurate, and aligned with branding.

Community Engagement (10%)

- Represent Dance Project at local events by tabling and distributing promotional materials.
- Build connections with community members and share information about classes, performances, and events.

General Marketing Support (10%)

- Help maintain a marketing calendar and coordinate campaigns with program timelines.
- Assist with occasional photography or video documentation at events.
- Other duties as assigned.

Qualifications:

- Strong written and verbal communication skills.
- Proficiency with social media platforms (Instagram, Facebook); experience with Reels and Stories preferred.

- Experience with basic graphic design tools (e.g., Canva, Adobe Express).
 - Familiarity with email marketing platforms (e.g., Mailchimp, Constant Contact).
 - Basic experience updating WordPress websites or similar.
 - Proficiency with Google Suite tools (Docs, Sheets, Forms, etc)
 - Reliable, self-motivated, and able to meet deadlines.
 - Strong attention to detail and eye for visual consistency.
 - Friendly and professional demeanor, especially when engaging with the public.
 - Passion for the arts and commitment to inclusivity.
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Preferred (but not required):

- Photography or video editing experience.
 - Experience with arts organizations or nonprofits.
 - Spanish language skills.
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To Apply:

Please send your resume, a short cover letter, and 1–2 examples of past content you've created (social media post, flyer, or email newsletter) to anne@danceproject.org with the subject line "Communications & Marketing Assistant Application – [Your Name]." Applications will be reviewed on a rolling basis until the position is filled.