

Job Opportunity EASTERN CONNECTICUT BALLET – JAN. 2019

OVERVIEW

Eastern Connecticut Ballet is seeking an Assistant to the Executive Director/Production & Marketing Assistant who will support ECB's goals as a non-profit organization dedicated to dance education, community outreach and live performances.

QUALIFICATIONS

- Bachelor's degree.
- Self-directed, with ability to meet deadlines, often within very tight timeframes and shifting priorities; ability to work in fast paced environment with flexibility and positive attitude.
- Expertise with Microsoft Office programs (Word, Excel).
- Excellent written and oral communication skills
- Exceptional attention to detail and organization.
- Experience with social media.
- Ability to do basic graphic design.
- A team player who thinks creatively and has strong interpersonal skills.
- Interest in the arts or dance.

JOB RESPONSIBILITIES

1. Assistant to Executive Director

- Manage the ED's calendar – set up and confirm meetings, send correspondence.
- Attend periodic meetings and events as requested by ED.
- Book travel for guest artists.
- Work on special projects as requested by ED (development).
- Ticket sales reporting and analysis.
- Aggregate and track registration trends by program.
- Correspond with parents and families of existing and new students.
- Set up trial and placement classes for academic year and summer programs.
- Oversee Nutcracker Free Ticket Initiative.
- Assist with Nutcracker Playbill advertising.
- Assist with setting up photographers and videographers for photo shoots and performances.

2. Marketing Coordinator

- Communicate with ECB families to promote shows.
- Post event listings on multiple online calendars.
- Select and distribute photos to the media and to public relations coordinator.
- Assist with creation of all printed materials – Annual Fund, Business Sponsor, fall and summer brochures, postcards, posters – and act as liaison to designers.
- Develop and mail press kits.
- Develop and execute print advertising schedule.
- Create some ads in-house or work with ad designers on others.
- Evaluate new advertising opportunities and work with sales reps.

- Act as liaison to The Day to manage the annual advertising contract – print and digital.
- Execute radio ad buys and provide commercial scripts to radio stations.
- Coordinate poster hanging and postcard distribution in community and at schools.
- Coordinate the updates of the Nutcracker TV commercial.
- Provide theaters with wording and photos to open the sales of tickets.
- Create responsible, timely and engaging social media content for all social media channels: Facebook, Instagram, Twitter and YouTube.
- Communicate with appropriate brand voice and represent ECB professionally.
- Respond to all private social media messages in a professional and timely manner.
- Interact with other brands and influencers on social media.
- Grow social media following through interesting content and consistent presence.
- Edit and post video footage of performances.
- Create Facebook event listings to support school programs and performances.
- Post “behind the scenes” glimpses back stage or in the classroom.
- Update ECB’s website with timely information on current events or promotions at the school (registration, Nutcracker, Spooktacular, summer, sponsors, etc.)
- Work with the digital team at The Day to update any photos, create new pages or change major design elements on the website.

3. Production Coordinator

- Book stage managers and initiate meetings/conversations throughout lead up to production.
- Ensure quantities and viability of props.
- Communicate with theater personnel throughout to answer questions, anticipate needs and schedule meetings as needed.
- Order supplies for production – dry ice, backdrops, etc.
- Recruit and manage volunteers for load in, load out and stage crew.
- Work with volunteer crew chief during lead up to show.

COMPENSATION

- Compensation will be commensurate with experience.
- This position is part-time, 25-30 hours a week.
- Schedule may be flexible.

TO APPLY

1. Interested candidates should send a resume and cover letter via email to office@easternctballet.org.
2. Send a short writing sample (approximately 1 page). Write a promotional blurb for Eastern Connecticut Ballet’s The Nutcracker as if it were a calendar event item to be distributed in the press.