

Marketing Coordinator Decidedly Jazz Danceworks (DJD)

DJD is unique, and one of only a handful of dance organizations globally that is driven by a jazz mandate. We are a concert jazz dance company, constantly innovating and evolving the art form. We are also Calgary's largest dance school, offering a wide variety of classes for all ages and abilities, from beginner to professional. Our professional training program is designed for those aspiring to have a career in jazz dance.

In 2016 we opened the stunning DJD Dance Centre, which has become a dance hub in our city. We exist to contribute meaningfully to the future of jazz dance. Our community is wide and inclusive. We believe in human connection, personal expression, and the dignity of all people. We believe in dancing to music, with bent knees and movement in our torsos, we embrace improvisation, rhythmic sophistication, the individual, and the community.

About the Role

The Marketing Coordinator assists the Marketing Manager in the marketing, promotion and community engagement for all the programs and services offered by DJD.

About You

You are digital marketing savvy with 1-3 years' experience in a marketing coordination role, You have excellent communication skills and a passion for creating engaging digital marketing content. You also have up-to-date experience with analytics analysis and reporting. You thrive working with a team in a fast-paced environment and can manage multiple projects with competing deadlines. You have a love of dance and appreciation for the arts.

What You Will Do

As the Marketing Coordinator, you'll be responsible for the following:

- Help plan, coordinate and execute a range of digital marketing campaigns
- Update and maintain all social media platforms
- Create photo and video content for all social media platforms
- Analyze, report and provide data driven recommendations on digital marketing analytics
- Website management
- Create content for and maintain the DJD blog
- Manage DJD's internal communications including signage, memos, digital messaging board and calendar of events
- Distribute listings of all DJD programming to event sites and listings

- Brand Standards Management
- Assist with email marketing
- Assist with the maintenance of the google grant
- Maintain the DJD photo and video library
- Maintain the DJD archives
- Identify marketing and community engagement opportunities
- Assist with the development and maintenance of community partnerships

What You Will Bring

- Position related post-secondary education.
- 1-3 years of experience in a marketing role
- Experience with digital marketing tactics (SEM, SEO, targeted display, social media). Google and Meta certification considered an asset.
- Experience in digital marketing analysis and reporting (Google Analytics & Meta)
- Proficiency with video and photos editing tools
- Experience in content creation
- Proficiency in a Mac-based environment, Microsoft Office and Adobe Creative Suite
- Excellent written and verbal communication skills
- Adaptability, flexibility, creativity, and the capacity to function effectively in a fast-paced and active team environment
- Passionate and knowledgeable about dance is an asset
- The ability to work under pressure and coordinate numerous activities and groups of people who need to cooperate to achieve maximum efficiency and results
- The ability to develop strategies, set goals, create, and implement action plans, and evaluate processes and results.

Additional Details

- Annual salary of 50,000-55,000 dependent upon skills, education and experience
- Expected start date of early September 2024
- This position will be worked on-site at the DJD Dance Centre located at 1111 12 Ave SE Calgary, AB
- After initial probationary period employees will receive an employer paid benefits package that includes health and dental coverage
- Employees will receive three weeks paid vacation, plus three paid days off during the holiday season

Apply with a resume and cover letter which addresses the following: your marketing experience, why you want to work in the arts, what experience you have with content creation and examples of content you have created. Please apply to Kirstin Anderson at careers@decidedlyjazz.com by July 31. Please reference "Marketing Coordinator" in the subject line.