



**Marketing Associate**  
**Full Time (30-40 hrs/week), Non-Exempt**

**Background:**

ODC is a groundbreaking contemporary arts institution, delivering its mission through a world-class dance company, an innovative presenting theater and digital platform, a dance school for movers of all ages and abilities, ODC Health with initiatives including a fee-free diagnostic and educational Healthy Dancers' Clinic, and a fitness program for all levels and abilities. Guided by Founding Artistic Director Brenda Way, ODC is nationally recognized for its entrepreneurial spirit and artistic innovation. Unique for its fully integrated vision, ODC strives to inspire audiences, cultivate artists, engage community, and foster diversity and inclusion through dance performance, training and mentorship. ODC operates a two-building campus consisting of a Dance Commons and the ODC Theater in San Francisco's Mission District, and a robust digital program for classes, performances and engaging dialogue. ODC's programs and activities have contributed to community development, arts education and access to creative art-making for 50 years.

**Position Summary:**

The Marketing Associate helps plan and implement our digital marketing and advertising activities through daily operational and administrative tasks. This is a full-time, hourly role, reporting directly to the Director of Marketing & Communications. The position is mainly responsible for maintaining the ODC website, supporting the development and execution of email campaigns and assisting with audience development initiatives. The Marketing Associate will work closely with the full marketing team in managing CRM lists, building audience surveys and collecting data to strengthen and build the visibility and overall brand of the organization. The Marketing Associate will also help manage budget tracking and invoicing and provide occasional departmental administrative support.

**Essential Duties and Responsibilities:**

**Asset Coordination**

- Assist in organizing and coordinate asset sharing across the department and organization

**Website Development & Maintenance**

- Ensure the ODC website is up-to-date with program information and special announcements
- Build responsive web pages for all ODC events and activities and make changes to existing pages on the fly as needed
- Improve the user experience of the website regularly and as needed

- In collaboration with the Marketing team and other key stakeholders such as Client Relations, Operations and Box Office ensure the website aligns with brand strategy and messaging to grow subscriber base and web traffic
- Coordinate with external web developer in troubleshooting and implementing web features
- Respond to reports of web problems, troubleshoot and resolve all website issues

#### **Email Marketing**

- Manage and build ongoing marketing emails via MailChimp
- Responsible for analyzing email campaign reports, testing strategies and pulling data (open rate, CTR)
- Communicate results including KPIs on a weekly, monthly, and quarterly basis and apply learnings to future campaigns to improve results
- Collaborate with Digital/Social Media Manager on asset organization and coordination

#### **Audience Development**

- In conjunction with the Marketing team, develop and test strategies to connect with emerging audiences – students, new movers, young professionals, community groups, etc.
- Assist in the development of surveys to analyze customer purchasing patterns, preferences and the organization’s image and marketing effectiveness
- Manage CRM lists for marketing communications
- Assist with market research to help the organization meet its strategic goals through increased ticket revenue, class sales, audience and community expansion
- Stay informed of changing landscape of digital communication, ticket sales, audience cultivation and industry best practices

#### **Desired Technical Skills**

- Drupal CMS, or similar website content management system
- Mailchimp, or similar email marketing platform
- MindBody and Salesforce/Patron Manager, or similar CRM
- Google Suite
- Adobe Creative Suite (Photoshop, In Design)
- Asana
- Slack
- Familiarity with Google Ads (aka Google AdWords) a plus

#### **Required Qualifications:**

- Must be 21 years of age and eligible to work in the US
- Bachelor’s degree or higher education certification preferred
- Knowledge of social media platforms (Facebook, Instagram, Twitter, TikTok) Mailchimp and Google advertising platforms
- Demonstrated ability to develop successful email campaigns

- Based in proximity to the Bay Area to allow regular on-site work on the ODC campus (351 Shotwell Street and 3153 17th Street, San Francisco, CA 94110)
- Must be available to work select evenings and weekends (with reasonable notice) as required in support of performance activities and special events

#### Preferred Qualifications:

- 2-5 years relevant work experience
- Passionate about the arts/dance
- Willingness to pursue continuing education on current trends in digital marketing, new tools and platforms
- Ability to craft compelling marketing copy for marketing communications

#### Compensation:

\$30-32 per hour, DOE

This is a full-time, hourly position, eligible for overtime, with a minimum time base of 30 hours per week and not to exceed 40 hours per week. Full-time employees accrue sick leave, receive a generous vacation plan, and are eligible to participate in the organization's health and retirement plans. ODC also offers free dance classes and complimentary tickets to select ODC performances to full-time employees. This position is based in the San Francisco office with arrangements for some remote work. You can earn and accrue ten (10) days per year of paid time off. In addition, as a member of ODC's full-time staff, you can receive three (3) additional days as floating holidays. You can also receive these paid holidays each year: New Year's Day, MLK or President's Day, Memorial Day or Juneteenth, Independence Day, Labor Day, Thanksgiving Day, and ODC's administrative winter break—which is December 24 – December 31.

#### To Apply

- To apply for this position, please **email your current resume, one writing sample, one example of a social media post and a cover letter to: [hr@odc.dance](mailto:hr@odc.dance)**
- Note, please place the words, "**Marketing Associate**" in the subject line
- ODC requires proof of vaccination for the members of our staff who wish to work in-person on campus

*At ODC we believe the vitality of life in the San Francisco Bay Area is contingent upon continued exposure to a variety of perspectives, beliefs, and wisdom. Our work at ODC is challenging and exciting. We attract people who are committed to dance and the arts and we are willing to work hard to engage our audiences and serve our communities. If you want to make a difference, challenge yourself and help us continue to innovate, we welcome your energy and talents. People of color and people with disabilities, of diverse sexual orientations, gender expressions and identities are welcome and encouraged to apply.*