

POSITION PROSPECTUS MARKETING & PR ASSOCIATE

JOB DESCRIPTION

Reporting to the Director of External Affairs, the Marketing and PR Associate will be responsible for overseeing Usdan Summer Camp for the Arts' communication with potential and current campers and their families, as well as the broader camp community, through print and digital mailings, advertising, website, social media, press, and other means. The job is year round and based in New York City from September through May and in Huntington, Long Island from June through August. The job will require some weekend and evening work and periodic travel between New York City and Long Island year round.

ABOUT USDAN SUMMER CAMP FOR THE ARTS

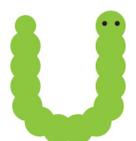
Celebrating its 50th anniversary in 2018, Usdan Summer Camp for the Arts (usdan.org) is the nation's preeminent not-for-profit day camp for the arts and has been named a "Best Of" camp by TimeOutNY/Kids, and by NY Metro Parents. Diverse and playfully rigorous from the start, Usdan has brought world-class teachers and visiting artists - actors, directors, playwrights, painters, sculptors, musicians, composers, dancers, poets, and novelists - to teach and collaborate with Usdan campers ages 4 to 18. Usdan ignites each child's artistic spirit in a fun, welcoming environment. We believe art making is brave making, friend making, freedom making, and future making.

JOB REQUIREMENTS

TRAITS AND CHARACTERISTICS

The ideal candidate brings strategic thinking, creativity, passion, and successful experience in marketing and public relations. S/he will work with a team of internal staff and external consultants. We are looking for a candidate with strong interpersonal and relationship skills and sufficient working knowledge of various facets of marketing and public relations

- An ability to work laterally and vertically with leaders and peers and encourage, support, and enable others in an effective, respectful, and inspirational manner.
- Strategic thinking that is rooted in finding positive responses to challenges.



- Strong analytical skills.
- Ability to guide others, including superiors, to get the job done.
- Passion for Usdan's mission, goals, and work.

QUALIFICATIONS

- Demonstrated experience and skill with written communications and social media.
- Ability to write eye catching copy.
- Proofreading and editing experience.
- Photography and video production skills.
- Graphic design proficiency and familiarity with Adobe Creative suites.
- Demonstrated experience and skill with general Microsoft Office and Google suite computer programs and online systems.
- Demonstrated experience and skill with cross cultural sensitivity.
- Demonstrated experience and skill with creative problem solving.
- Online research skills.
- Capacity to develop and maintain relationships with members of the newspaper, radio, television and web media to leverage coverage of the camp's activities.
- Ability to write and format press materials with emphasis on press releases, press calls, press kits, and pitch letters, as well as update artist bios and fact sheets and histories.
- Online research skills.
- Excellent time-management skills with a demonstrated ability to meet deadlines in a fast-paced environment.
- Highly organized and attentive to detail.

ROLES AND RESPONSIBILITIES

- Participate in developing strategy and support programmatic and administrative staff to increase camp enrollment.
- Conduct market research.
- Conduct visits to schools and other community-based organizations to drive enrollment.
- Answer calls and help parents with inquires, to boost enrollment and serve our parents.
- Track the results of marketing efforts and outreach.

- Upgrade and improve Usdan's database and data management systems, including Filemaker and Salesforce.
- Make recommendations to improve marketing policies and procedures.
- Cultivate and maintain relationships with advertising, press, and digital consultants.
- Distribute press releases and photo alerts.
- Archive print ads and publications.
- Create and launch an Alumni Relations Committee to help envision, plan, and execute alumni and parent communications and development efforts.
- Work collaboratively with leadership, volunteers, and other Usdan staff to promote and improve alumni participation.
- Work on special events throughout the year including camp opening and closing ceremonies, backstage lunches, and the annual fundraising gala.
- Work collegially and closely with peer staff in the areas of operations, development, admissions, program, and finance.
- Support other departments throughout the organization as needed.

COMPENSATION AND BENEFITS

The Marketing and PR Associate compensation and benefits package will be attractive, competitive, and commensurate with the selected candidate's background and experience.

TO APPLY

Via email to employment@usdan.org, share a resume and a cover letter stating: 1) why this position at this institution interests you, and 2) salary expectations. No phone calls, please.

Usdan Summer Camp for the Arts provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics.