**Marketing Director (Full-Time; Start Date by June 1)**

**ORG HISTORY:**

Abilities Dance is centered on disrupting antiquated beliefs and promoting intersectional disability rights. Our performing company consists of adult artists with and without disabilities that represent a variety of diverse identities within and outside of the disabled community. Our community engagement work consists of teaching movement workshops and/or lectures on disability culture, intersectionality, workplace culture/ The goal is to think about what the organization needs and how they can increase equity to attain their goals.

**ROLE RESPONSIBILITIES:**

We are seeking a Marketing Director to work closely with the Executive Director to co-create and implement the strategy for all communications and public relations messages to consistently articulate ADB’s mission.

* Maintain online presence with updates on social media (Facebook, TikTok, Instagram), newsletter (Mailchimp), and website (Squarespace)
* During performance and special event periods (~4x/year), reach out to press, influencers, and community groups to amplify performances, organization milestones, etc.
* Seasonally, supervise interns to support in social media/press outreach
* Track and measure engagement across social media platforms using analytics to assess and further improve marketing strategy
* Commitment to building intersectional disability justice practices through their role (creating accessible media content) and in feedback for the organization as a whole

**QUALIFICATIONS:**

* Must have experience with corporate or personal brands in developing social media followings, especially with TikTok
* Must have experience creating content consistently and analyzing trends on different platforms to further boost engagement
* Preferred experience with newsletter CRM and website platforms
* Preferred experience with press and community outreach
* Preferred experience in creating accessible media content
* Able to be independent worker in remote settings and collaborate with team members as needed in virtual or in person settings
* Excellent communication skills, thorough problem-solver, and innovative ideas that will lead our company branding forward
* Comply with our current COVID protocols of still masking in person

**SALARY & BENEFITS:**

This is a one year contract, with an option to extend pending grant funding and overall success in the role. The salary is $50,000 at 35 hrs/week. While it is not quite where we would like it to be, we have benefits to compensate. The hours are flexible and largely remote, with in person time staggered depending on needs of the org (at most once a week). There will be performance/special event dates that you would have at least a month in advance to prepare for. There is 100% employer paid health insurance (excluding dental/dependents); 2 weeks PTO with 4 weeks company wide closures; IRA with 1% employer matching; and flexibility residing anywhere in the state of MA to offset rising Boston living costs.

If interested, please submit a content portfolio, resume, and cover letter to [abilitiesdanceboston@gmail.com](mailto:abilitiesdanceboston@gmail.com) for consideration.