



DANCEABILITY is a nonprofit dance program for children and adults with special needs located in Depew, NY.

JOB OPPORTUNITY:
Community Engagement Specialist
Full time – 35 hours a week

Interested applicants may apply for this position by submitting a cover letter and resume by September 6, 2019 to:

Robin Bishop, Executive Director
at danceabilitywny@gmail.com or mail to:
Danceability, Inc.
2365 George Urban Blvd.
Depew, NY 14043

Danceability is searching for a talented and professional Community Engagement Specialist. You will represent *danceability* and work with the Executive Director, Marketing Committee, and Board of Directors to develop and implement initiatives that increase *danceability's* visibility within the surrounding community and promote the uniqueness of our program. Through outreach, relationship building, securing and nurturing collaborations with organizations, marketing, social media, and events, you will recruit dancers and volunteers and increase funding for the organization. To be successful in this role, you must have an outgoing personality and a positive attitude. You will need to be self-motivated, enthusiastic, a team player, inclusive of others, and community-driven. We are very excited to be adding this position and would expect you to be as excited to accept it.

Primary Responsibilities:

- Recruit dancers and volunteers
 - Implement Board of Directors' Recruitment Strategy which outlines strategies for recruitment.
- Manage the outreach process
 - Schedule outreach events and maintain a calendar to include community events, workshops, appearances, and other communication opportunities.
 - Staff events and/or recruit others to do so.
 - Prepare and recommend an annual budget for community outreach activities.
 - Build relationships with and train volunteers representing *danceability* in the community.
 - Develop volunteer appreciation protocols.
- Nurture collaborative relationships
 - Nurture existing relationships with collaborative partners such as nonprofit agencies, schools, colleges, universities, and the arts community to include recruiting new dancers and volunteers.
 - Reach out to new potential collaborators.

- Assist in fundraising and special events
 - Be part of the team for organizing special events.
 - Represent and manage *danceability's* role in third party fundraising.
 - Utilize social media to reach and motivate potential donors.
 - Oversee a professional donor management system (Total Info) and use information to guide activities.
- Advance marketing, communication, and public relations
 - Coordinate efforts with Board of Directors' Marketing Committee.
 - Accountable for aligning all communications, PR, social media, and marketing content to advance our brand identity.
 - Market the *danceability* space for outside use/income generation.
 - Develop and implement a strategic social media plan. Be the first point of contact for online fans and followers, thus developing an intimate relationship with the online community.
 - Create engaging content for all platforms, including blog pieces, articles, social media posts, newsletters, and videos.
 - Engage with online community and respond to comments and requests.
 - Analyze web traffic and relevant community metrics.
 - Relay community feedback to Executive Director and Board of Directors.

Requirements and Qualifications:

- Bachelor's degree in relevant field.
- Preferred experience of 3-5 years within non-profit outreach activities, marketing, and/or fundraising.
- Sensitive to children and adults with special needs.
- Outstanding written and verbal communication and presentation skills.
- Strong knowledge of social media and other basic marketing platforms. (Experience with Facebook, Instagram, LinkedIn, Twitter, and YouTube. Knowledge of Hootsuite or similar programs to manage online postings on different platforms. Proficient in Google Analytics.)
- Proficient with Microsoft Office products.
- Detail-oriented with superb time management skills and the ability to manage multiple projects at a time.
- Knowledge of marketing trends and techniques.
- Access to reliable transportation with a clean driving record and a smart phone. (Mileage and phone allowance provided.)
- Ability to work a flexible schedule including some evenings and weekends.
- Able to work independently and with limited supervision once probationary period has concluded.

No phone calls please. We will be in touch in early September to arrange interviews for qualified applicants.

Danceability is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.