

Afrobeats Dance Boston (ABDB)
Interim Director of Media and Communications

JOB DESCRIPTION:

The Director of Media and Communications oversees all of the public relations associated with Afrobeats Dance Boston Company. They develop and implement a comprehensive marketing and public relations plan for the organization that includes regular communication with the community, press, funders, and stakeholders. This person works to keep the organization's outward-facing presence current through website updates and social media activity. Additionally, the director will be responsible for providing guidance to our marketing team by evaluating and developing marketing strategies, planning, and coordinating marketing efforts, and communicating the marketing plans to those involved. The media and communications director has to be an effective communicator because their entire job revolves around sharing information about the organization with media outlets and, through them, the public. The director reports dually to the creative and executive directors.

SPECIFIC RESPONSIBILITIES:

Delegation of Operational Public Relations:

Specializing in multimedia, the Director of Media and Communications delegates' and creates eventbrite links for community classes, guest classes and other company events. , The director ensures the company protects and promotes its image in a proper, coordinated, and consistent manner. The Director of Media and Communications monitors and responds to Afrobeats Dance Boston's facebook and instagram messages. Additionally, they scan social media platforms for digital performance pieces that will be featured on Afrobeats Dance Boston's instagram and/or facebook page. Lastly, the director works with the Executive Director, Creative Director & Chief Financial Officer, to apply standards that promote continuity and consistency across community and audience.

Company specific multimedia services:

The director conducts videographer/photographer outreach and secures these services for pre-approved and decided events and classes. The director manages the timeline and schedule for all collateral projects (projects that involve the promotion and media of Afrobeats Dance Boston) including the scheduling of team or select photo shoots that coincide with holidays, special events, or needed updates. She or he will manage bi-annual new dancers headshots and photos. The director will provide oversight to these projects and delegate to the PR team and project coordinator for assistance as needed. The director must also be ready to be the photographer in the event one cannot be secured.

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GENERAL RESPONSIBILITIES

- Ability to lead and work with multiple parties and people.
- Enhance effectiveness of press and publicity functions.
- Manage company social media accounts, primarily Instagram, Facebook and our website.
- Provide support to coordinators on the marketing team.
- Capture Afrobeats Dance Boston via photographs at a variety of events.
- Develop relationships with national and regional press contacts to ensure the company reputation is promoted and to deflect criticism.
- Plan and oversee press events.
- Detect public relations issues as they emerge and address them directly.
- Compose and edit press releases, company literature, and articles for internal and external use.
- Updating and maintaining Web and social media content
- Conferring with managers to identify trends and group interests and providing advice on business decisions.

IDEAL EXPERIENCE AND QUALIFICATIONS

- Experience using Canva, Microsoft Excel, Word software and Adobe Photoshop and social media
- Excellent writing and communication capabilities
- Photography skills (*a bonus but not required*)
- Basic graphic design skills
- Previous marketing or nonprofit experience preferred
- Social media content creation and editing
- Knowledge of advertising, promotions, public relations, electronic and print media
- Preferred knowledge of Afrobeats culture
- Strong interpersonal skills
- Ability to manage multiple priorities

Pay: Payment is quarterly (*every 3 months*) based on tracking hours of work

***Please fill out google form and upload resume and cover letter to apply**