

## Job Opening: Communications & Marketing

DISCO RIOT, a collaborative movement-based arts community and non-profit organization, seeks a part-time (15-20 hrs/wk) professional to serve as our **Communications & Marketing**. In collaboration with the administrative staff, this person will help to plan, organize, coordinate and execute events, performances, ongoing programming, and artist relations.

Founded in 2018, DISCO RIOT is a grassroots nonprofit organization focused on creating equitable and accessible opportunities to independent, local movement-artists. We design platforms to elevate more diverse dance voices (particularly those of BIPOC, 2SLGBTQIA+ and disabled artists), and to encourage the local dance scene to work together, rather than in competition. Our mission is to grow social consciousness and connection through collaborative movement-based arts. Our leadership, staff, and collaborators include a mix of artists and allies who strive to make San Diego a better place for dance, and provide an educational space that reflects contemporary and progressive professional realities. Over the past four years, DISCO RIOT has grown from a fledgling seed organization to one of the most influential and respected dance establishments in San Diego. We have accomplished this through innovative approaches to programming, artist relations, and connection to the community at large.

**Job Description:** Communications & Marketing serves as an integral member of our team, collaborating with all staff to support strong community engagement and visibility for DISCO RIOT's mission and programming. Communications & Marketing involves developing and executing strategies to promote DISCO RIOT, and is responsible for all aspects of disseminating information about DISCO RIOT's purpose and activities to the public, including press contacts, funders, donors, and community stakeholders, ensuring a consistent, vibrant presence online and in public spaces. This includes creating and managing content across various channels, coordinating marketing campaigns, and analyzing results to improve effectiveness.

**Who we are looking for:** You are a community-focused individual with an interest in embodied liberation work. You align with and thrive in environments that value novel approaches to solving problems, strive for transparency, bring a positive and troubleshooting approach to challenges, and support independent as well as collective goals. You are an excellent communicator with an interest in mindful dialogue and ongoing learning. You are a detail oriented self-starter, who enjoys owning projects and working both collaboratively and autonomously.

### RESPONSIBILITIES:

- Design and implement marketing and communication plans utilizing and updating communications platforms and systems such as Instagram, Mailchimp, Wordpress website, Facebook, Google Business, LinkedIn, and online calendars.
- Evaluate current platforms for marketing, communications, and engagement strategies, and develop potential new platforms/tools.
- Create, organize and execute social media posts, newsletters, and other marketing materials on a consistent basis.
- Coordinate with production and administrative staff through meetings, task lists, and email to ensure timely dissemination of event information to the public.
- Develop, implement, and maintain updated calendars and schedules for social media, marketing, and newsletters in collaboration with programming staff.
- Field social media, email and general inquiries.

- Work in collaboration with other staff and board to ensure consistent branding in alignment with organizational mission and programming continuity.
- Take a leadership role with the strategy and creation of marketing content, including graphic design, video reels, and copy.
- Developing and implementing marketing strategies by identifying target audiences, setting objectives, and creating plans to achieve those goals.
- Building relationships with media outlets, pitching stories, and managing press releases.
- Tracking key metrics, generating reports, and using insights to optimize campaigns and strategies.
- Aligning communications, practices, and outcomes with DISCO RIOT's mission, values and culture.
- Be on-site for events to capture content, and promote programming via appropriate social media channels.

#### Other Duties

As a member of the DISCO RIOT staff, Communications & Marketing performs certain functions that are not specific to their job but support the organization as a whole. This includes:

- Actively participating in staff meetings, trainings, and cross-functional projects
- Contributing to organizational development and growth efforts, including serving on committees or special project teams
- Managing special projects and performing other duties as assigned

#### **SALARY / EMPLOYEE BENEFITS:**

- Salary commensurate with experience, \$28-30/hr
- Must have availability to work: Tuesday through Friday, mornings and afternoons
- Some additional daytime, evenings and weekends required for events
- A work computer can be provided if needed
- This is a part time, non-exempt position under the Fair Labor Standards Act

#### **QUALIFICATIONS:**

- Generally available during regular business hours for meetings, communicating with vendors, facilities, artists, and internal staff, but able to shift schedules to evenings and weekends when necessary for productions/events
- Ability to communicate comfortably, professionally, and empathetically when interfacing/communicating both internally with other DISCO RIOT staff as well as publicly with audiences and the dance community with whom we engage
- Higher or continuing education preferred
- Wordpress experience required
- Interest in graphic design and comfortable working with Canva
- Experience in a nonprofit or business environment with similar responsibilities
- Experience in the performing arts or related arts production settings
- Fluency in Google Suite
- Facility with both PC and Mac operating systems

- Strong interpersonal and “customer service” skills and professional decorum with the ability to effectively communicate verbally and in writing
- Has experience working in community with historically marginalized and under resourced folks
- Must be able to roll with the challenges, adapt to new situations, and shift priorities rapidly
- Proven capacity to work independently and as a team member
- Has some experience with and interest in restorative justice work
- Ability to maintain confidentiality
- Spanish fluency desirable

**PHYSICAL REQUIREMENTS:** We are committed to accessibility and will provide accommodations.

During the course of an average workday, the Communications & Marketing person can expect:

- Multiple online meetings back-to-back
- Significant amounts of time spent working at a computer or with a smart phone
- Communicating with colleagues in virtual and in-person settings
- Capturing photos and recording engaging video content that might require significant physicality

**TO APPLY:**

Applications will be accepted until September 3rd with an anticipated start date of October 1. Please submit your resume and a brief cover letter by email to **[operations@discoriot.org](mailto:operations@discoriot.org)**. Applications accepted and interviews scheduled on a rolling basis until the position is filled.