



Creative Communications Manager/Associate

Step Afrika!, a 501(c)(3) organization, is the first professional company in the world dedicated to the tradition of stepping. Founded in December 1994, the company is critically-acclaimed for its efforts to promote an understanding of and appreciation for stepping and the dance tradition's use as an educational tool for young people worldwide. Step Afrika! reaches tens of thousands of Americans each year and has performed on many stages in North & South America, Europe, Africa and the Caribbean. Based in Washington, DC, the company has been featured on *CNN*, *BET*, *PBS* and *NPR* as well as numerous books, documentaries and articles that seek to explore the tradition of stepping. Step Afrika! completes an annual 50-city tour of American colleges and universities from Maine to Mississippi. The company is a model for the use of stepping in educational settings, espousing themes such as teamwork, academic achievement and cross-cultural understanding.

As a new position in the organization, the Creative Communications Manager will be responsible for developing and executing electronic/digital communication plans and programs designed to build community awareness of Step Afrika!, including among private/individual donors, inspiring them to become more deeply involved with the organization and reinforcing their ongoing relationship with Step Afrika! S/he will report to the Deputy Executive Director and work in close partnership with the Marketing Manager. S/he will also work in close collaboration with Event Chairs and Committees to assist in planning and coordinating community outreach, volunteers and special events. The Creative Communications Manager will manage projects and contractors as needed.

Primary Responsibilities:

- Participate in planning and executing publicity and support for Step Afrika! events, including donor-oriented programs such as the annual VIP Gala, Birthday Party and other special events
- Develop and execute programs to promote community engagement and awareness of Step Afrika! and its programs, potentially using combinations of social media, web pages, webcast/podcast scripts, and other forms of digital communication
- Assist in maintaining and updating the Step Afrika! website as needed
- Conduct research into optimal means of reaching the community, including individual donors, and develop communication programs to draw them to Step Afrika! and to cultivate their interest in and support of the organization
- Participate in developing and executing strategies to increase community engagement, participation and support
- Lead efforts to increase community reach and engagement and increase our penetration with specific, targeted communities within our audience.
- Help to ensure that any donor and prospect information acquired through his/her programs is held securely and in complete confidence
- Assist in maintaining communication with potential audiences, the general community and donors about Step Afrika! performances

- Support annual development mail and email campaigns
- Support/assist Marketing Manager and other members of the Step Afrika! team with digital communication needs
- May handle routine media requests; research information to respond to inquiries; assist in developing media materials including media briefings, talking points and Q&As.
- Potentially develop and execute a strategy for social video and the moderation of comments on social media and on our website
- Coordinate organic and paid social media campaigns, including optimizing paid social for maximum ROI
- Develop and execute a strategy for social video and the moderation of comments on social media and on our website
- Develop content calendars across channels to effectively manage and have oversight for the overall content storytelling
- Set growth targets and develop action plans to meet them. Use tracking tools and data to analyze user behavior, track the success of tactics, and show progress toward goals
- Keep Director of Development updated on results of digital marketing efforts

Qualifications:

- Bachelor's degree (a degree in Arts Administration or Marketing/Communications is preferred). An equivalent combination of education and experience may be considered.
- Demonstrated superior writing and editing skills
- Energetic self-starter and constant learner who is proactive, resourceful, collaborative and works well under pressure
- Possess diverse range of creative communications skills who can lead projects from conception to completion
- Ability to manage multiple projects
- Proven experience in managing and growing social media platforms and content and technology
- Detail-oriented, tech-savvy, experienced with communicating across multiple channels, and has demonstrated knowledge of campaign analytics and testing Strong organizational and project management skills, ability to juggle multiple projects simultaneously, work efficiently and meet tight deadlines.
- Excellent interpersonal skills and a proven track record collaborating on projects in a team environment.
- Experience in growing and marketing a brand within the arts preferred
- Demonstrated tact, diplomacy, and ability to collaborate with others and contribute ideas Ability to convey complex information in clear, engaging ways, both orally and in writing

Salary: TBD Based on Experience

To apply, please submit a resume with cover letter with desired salary to info@stepafrika.org

NO phone calls, please. For more information, please visit us at www.StepAfrika.org