

Marketing and Fundraising Manager Position Summary

The DanceFlurry Organization (DFO) is a nonprofit organization dedicated to connecting and inspiring people through traditional music and dance. The organization sponsors monthly dance series and outreach events, and provides grants for educational and community programming. The DFO's flagship event is the annual Flurry Festival, a 3-day celebration of music and dance located in downtown Saratoga Springs, NY, which typically draws 4,500 participants, performers, and volunteers.

The Festival is run by the 25-30-member Festival Committee. Five of the members are part time paid staff: Program Curator, Marketing and Fundraising Manager, Tech Manager, Finance Manager and Administrative Assistant. All paid staff report directly to the DFO's Board of Directors.

The Marketing and Fundraising Manager is a part-time paid contractor that manages all aspects of marketing and fundraising for the Flurry Festival. This person will be expected to adhere to the duties and responsibilities outlined below, the timeline/deadlines for Flurry Festival, as well as written and verbally communicated expectations expressed by the all-volunteer Board of Directors. The bulk of the responsibilities are during the 6 months leading up to the festival.

Note: The 2021 Flurry Festival may be partially/primarily an online event, and the following responsibilities will be adapted to suit its unique needs.

Responsibilities include, but are not limited to:

- Oversee marketing strategy and implementation for the Flurry Festival. This includes managing social and traditional media as well as content creation (copy-writing, photo, video, design, website).
- Oversee fundraising strategy and implementation for the Flurry Festival. Fundraising includes soliciting individual donations and business advertising/sponsorship, as well as grant acquisition.
- Develop an annual budget for marketing and fundraising based on an ROI.
- Work with any Flurry festival committee members involved in marketing or fundraising. May include delegation of responsibilities.
- Manage all press outreach and inquiries
- Participate in all committee/manager meetings and respond to communications in a timely fashion
- Analyze performance of marketing activities

Depending on the candidate, there may be an option to expand this position to provide year-round marketing and publicity services for other DFO-sponsored events. These duties

could potentially include social media management and copy-writing for the DFO, publicity for its dance series, and supervision of an intern.

Desired Skills:

- Excellent communication (both written and verbal)
- Public speaking
- Action oriented, a planner, an implementer, a team leader
- Creative thinker
- Committed to the DFO's mission
- Self-starter and well organized
- Design background is not required but a bonus. Ability to manage a graphic designer is required.

How to Apply:

Candidates are invited to submit a letter of intent, resume and three references, to Rich Pisarri at finance@danceflurry.org . Questions may also be directed to finance@danceflurry.org Confidentiality is assured. For consideration, applications must be received August 15, 2020. A background check will be required for the selected candidate.