

DIRECTOR OF MARKETING & COMMUNICATIONS

OUR ORGANIZATION

Usdan is the nation's preeminent not-for-profit day camp for the arts. Profiled in The New York Times and in Time Magazine, Usdan has been declared a "Best Of" camp by TimeOutNY/Kids, and by NY Metro Parents. Diverse and playfully rigorous from the start, for nearly fifty years we have brought world-class teachers and visiting artists – actors, directors, playwrights, painters, sculptors, musicians, composers, dancers, poets and novelists – to teach and collaborate with Usdan campers ages 4 to 18. On 140 acres of natural beauty, students find the literal and metaphoric space to push their existing talents and delve into new ones. With nearly 70 classes and 1,500 students each summer, every camper from beginning to advanced is guided on a path of individual creative growth by a team of artists and talented arts educators. Our alumni include Natalie Portman, Jackie Hoffman, Olivia Thirlby, Stacey London, and Lisa Gay Hamilton; singers Jane Monheit, Taylor Dayne, and Mariah Carey; Tony-nominated playwright Michele Lowe, Grammy-Award winning producer Adam Abeshouse, Broadway personality Seth Rudetsky, Juilliard conductor Adam Glaser, and members of major American orchestras, dance and theater companies.

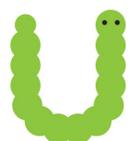
THE OPPORTUNITY

This position will play a key leadership role in the roll-out of annual marketing and communications campaigns to: engage a local, regional, and national audience to drive enrollment; heighten awareness about Usdan; support donor relations; engage alumni around 50th anniversary celebrations and beyond; and highlight Usdan's board, executives, alumni, and students in appropriate venues and outlets. In addition, the Director and Marketing & Communications will work closely with the Director of Admissions and Student Placement on the student recruiting and enrollment process and with Senior Staff to effectively communicate internally with faculty and other employees throughout the organization. The purpose of the position is to ensure that Usdan's marketing, advertising and communications are high quality and informational and to help Usdan achieve our enrollment, outreach and revenue goals.

This person holding this position will work during the summer months on Usdan's beautiful and wooded Long Island campus and in the off-season in Usdan's NYC office with occasional days on the Long Island campus.

DUTIES

- Conduct market research, interpret historic data and consider annual enrollment goals to identify key target markets to develop annual marketing and communications outreach strategy, which include digital, physical, and in-person outreach.
- Help to set annual enrollment goals and work to achieve the goals in the plans. Collect data throughout the marketing and enrollment process and shift priorities, as needed.



- Collaborate with Director of Admissions and Student Placement on staff training and performance regarding the student recruitment process.
- Oversee production, develop the messaging and frequently create the content for digital and print communications including website, eblasts and emails, advertising, promotional and fundraising materials, social media initiatives and internal institution-wide materials.
- Collaborate with contracted media buyers on the scheduling, placement and completion of advertising.
- Collaborate with contracted Director of Public Relations on media planning, PR planning and social media planning. Collaborate with colleagues in fundraising, admissions, education and other areas to strategically communicate to our many constituents and audiences.
- Conduct and oversee visits to schools and other community-based organizations to drive enrollment. Attend all monthly on campus Visit and Information Sessions to support parents in the decision-making process. Arrange for presence at camp fairs and other relevant fair opportunities.
- Participate in local, regional and national events as an active member of the cultural and camp communities.
- Plan off-season events to drive publicity in partnership with contracted Director of Public Relations. Seek opportunities and thought-leadership forums for senior staff and faculty in appropriate outlets and venues.
- Manage archive of print ads and publications.
- Answer calls and help parents with inquires, to boost enrollment and serve our parents.

EXPERIENCE, SKILLS AND COMPETENCIES

- 6 to 8 years experience in an established marketing and communications department or agency setting
- Highly creative
- Very strong oral and written communications.
- Strong ability to analyze qualitative and quantitative information and think strategically
- Excellent time-management skills with a demonstrated ability to meet deadlines in a fast-paced environment
- Highly organized and attentive to detail

- Competency with Microsoft office suite and major social media platforms
- Graphic design, video or photography experience
- Ability to prioritize, to work in a team, be flexible and to exhibit leadership
- Desire to continually improve processes and procedures
- Bachelors Degree or higher

RELATIONSHIPS

Reports to the Executive Director.

Supervises Coordinator of Electronic Media as well as Seasonal videographer, Contracted photographers, Contracted design agency, Contracted Director of PR, Contracted media buyer and Interns, as needed.

Works very closely with the Director of Admissions and Student Placement as well as the Director of Education, Director of Development, Departmental Chairs and Admissions Counselors.

TO APPLY

Via email sent to employment@usdan.org, share a resume and a cover letter stating: 1) why this position at this institution interests you, and 2) salary expectations. No phone calls, please.

Usdan Summer Camp for the Arts provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics.