



**JOB DESCRIPTION  
MEDIA RELATIONS &  
COMMUNITY ENGAGEMENT MANAGER**

Job Title:	Media Relations & Community Engagement Manager	Department:	Marketing
Reports To:	Director of Marketing and Public Relations	FLSA Status:	Exempt X Non Exempt <input type="checkbox"/>

**SUMMARY**

This position develops and implements the overall communications plan for Dallas Black Dance Theatre to ensure effective and consistent dissemination of DBDT's mission and strategic objectives and oversees the creation and management of community relations initiatives on local, state and national levels.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties and responsibilities may be assigned.

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- Lead the development and implementation of a unified, effective communications plan to expand DBDT's audience base, Academy enrollment, and touring and to increase capacity and revenue funding streams.
- Work with executive leadership and board to develop key message points that support the brand for use in all DBDT communications.
- Write, layout, and edit print and digital communications including brochures, flyers, featured articles, advertisements, and event related materials.
- Develop and maintain media relations at the local, state and national level, including the building and maintenance of key relationships.
- Develop and manage innovative community engagement strategies, events and projects.
- Foster relationships with local entities, institutions, and organizations in order to strengthen existing ties and increase involvement within the community.
- Identify and participate in events and meetings with community organizations and leaders, professional organizations, partner organizations and individuals as a representative of DBDT to promote and enhance the organization's brand reputation.
- Work cross-functionally on developing Marketing Communications strategies that support overall budget and organizational goals.
- Draft and distribute press releases for all DBDT's programs and institutional initiatives to ensure that its accomplishments, messaging and mission is communicated to and received by all audiences to gain support from existing and potential donors and patrons.
- Work closely with the executive and senior team members to ensure alignment of communications objectives across the organization.



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### **OTHER DUTIES:**

- Stay current on communications trends and evaluate emerging technology and communication vehicles.
- Ability to attend designated meetings and represent Dallas Black Dance Theatre and give presentations at community, fundraising, publicity events, and performances as requested.
- Ability to network and seek resources and contacts to enhance DBDT's public image.
- Support the policies and goals set by Dallas Black Dance Theatre's Board of Directors.
- Other duties as assigned by the Executive Director.

### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

### **EDUCATION and/or EXPERIENCE**

- A BS/MS degree in marketing or related field. Minimum of 5 years of progressively responsible communications/public relations/digital marketing experience.
- Established community network and professional affiliations related to media, arts and culture.
- Proven experience with media relations, including but not limited to digital and print publications, television and radio media outlets.
- Able to work flexible schedules including evenings, weekends and holidays.

### **SKILLS**

- Exceptional verbal and written communication skills that include the ability to engage persuasively and effectively with varying levels of internal and external constituencies.
- Ability to manage several projects simultaneously while maintaining a high level of quality and meticulous detail for each project.
- Qualified candidates must be self-motivated, possess strong organizational skills and be able to work independently and effectively in a small, fast-paced, complex, and dynamic organization.



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**WORK ENVIRONMENT**

The work environment is fast-paced, dynamic, results-oriented, innovative, fun and values responsibility and accountability. Employees must pass a background check and meet the Center for Disease Control's highest standards and protocols for COVID-19.

Dallas Black Dance Theatre's benefits include employer-provided health, dental and vision insurance, life insurance, and a retirement plan.

To apply for this position, email your cover letter, resume and salary requirement to **marketing@dbdt.com** by July 31, 2023. Principals only. No recruiters or phone calls, please.