GINA GIBNEY DANCE, INC.
SOCIAL MEDIA COORDINATOR
NEW HIRE

Gibney's mission is to tap into the vast potential of movement, creativity, and performance to effect social change and personal transformation. Gibney's vision is to bring together communities working at the intersection of art and social justice to build momentum and catalyze action beyond the studio and stage.

Gibney is a dance company, a performing arts hub, and a social action incubator located in New York City. Our artistically acclaimed and socially active Company of Artistic Associates performs works by renowned and rising contemporary choreographers. Gibney's Community initiatives use art to prevent and move beyond violence 365 days a year. We are the steward of two beautiful locations comprising a vibrant performing art Center. Through expansive programming, we push boundaries, address pressing issues, lift voices, and mobilize the power of movement to transform lives and, in turn, change the world.

Gibney embodies …
Respect – we are considerate, thoughtful, and act with integrity.
Advocacy – we are supportive, principled, and catalytic.
Responsibility – we are collaborative, responsive, and dedicated to sustainable change.
Action – we are resourceful, proactive, enterprising, and resilient.
Equity – we are inclusive and committed to justice, anti-racism, anti-oppression, and diversity.

These values are intrinsic to Gibney and guide how we work and interact with our core communities.

POSITION SUMMARY
The Social Media Coordinator works to advance Gibney as part of a coordinated Marketing Team consisting of the Director of Marketing, Marketing Manager, Marketing & Audience Services Manager, and Marketing & Digital Media Coordinator. The Social Media Coordinator is a full-time role reporting to the Marketing Manager.

This position requires occasional on-site presence at Gibney Center, including 890 Broadway and 280 Broadway, in lower Manhattan. Further, all individuals must be fully vaccinated to enter Gibney Center, as detailed in Gibney Vaccination Policy.
This policy requires that all individuals entering Gibney Center, including employees, must: (1) be fully vaccinated (i.e., two weeks following receiving both doses of a two-dose vaccine or a single dose of a one-dose vaccine) with a COVID-19 vaccine authorized for emergency use by the FDA or WHO, and (2) provide Gibney with such proof of vaccination (acceptable forms of proof are identified in the Key to NYC guidelines) in order for Gibney to execute an employment contract.

Please find Gibney's Full Reopening Plan, including our Vaccination Policy, on our website.

RESPONSIBILITIES

GENERAL
• Attends staff, team, and relevant programming meetings.
• Participates in organization-wide trainings, gatherings, and events as necessary.
• Proactively learns and builds skills related to social media, content creation, and emerging digital platforms and trends.
• Builds and maintains expert-level knowledge of Gibney's programs, branding, and values.

SOCIAL MEDIA MANAGEMENT
• Drafts and publishes posts on Gibney and Gibney Company's social media channels with guidance from the Marketing Manager and Director of Marketing.
• Responds to community comments and messages received on social media platforms, with support from the Marketing Manager.
• Contributes to Gibney's overarching social media strategy in collaboration with the Marketing Manager and Director of Marketing.
• Ensures that all social media content meets industry standards for accessibility, including subtitles, image descriptions, etc.
• Reports on social media analytics to the full marketing team and supports data-driven decisions to guide future campaigns and strategies.
• Provides holistic support to the entire Gibney organization, ensuring that the social media calendar reflects organizational priorities.
• Ensures that all social media content is relevant, timely, and compelling.
• Supports paid social media advertising campaigns.

CONTENT CREATION
• Implements social media content strategies developed in collaboration with the Marketing Manager and Director of Marketing.
• Assists with the creation of flyers and graphics for social media.
• Produces simple video and photo content for use on social media.
• Collaborates with the Digital Media team and outside photographers to manage the production of photo and video content, with support from the Marketing Manager and Director of Marketing.

OTHER
Gibney is a growing organization and employees are often called upon to perform other duties that are essential to accomplish organizational goals and meet important deadlines. This kind of work should only be disseminated by the direct supervisor of that staff member and include relocating their original work for that time frame.

NONPROFIT EMPLOYMENT CONSIDERATION
Gibney is a mission-based nonprofit performing arts organization. Working in this sector can be personally rewarding with intrinsic benefits and distinct opportunities for growth. However, the compensation will never match that of the private sector or more highly resourced art forms. Candidates for employment are advised to carefully consider their decision to work in this field before seeking or accepting employment at Gibney.

EQUAL OPPORTUNITY STATEMENT
Gibney provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type because of race, color, religion, sex, sexual orientation, gender identity or expression, the status of being transgender, age, national origin, marital status, citizenship or veteran status, disability, or any other characteristic protected by law. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

Gibney is strongly committed to providing reasonable accommodations of disabilities during the application and hiring process. If required, please contact Senior Manager of Human Resources, Mario Alberto Flores at mario@gibneydance.org.

QUALIFICATIONS
The model candidate will possess the following experience and qualifications:
• Demonstrated experience managing social media accounts for a business or organization, particularly Instagram and Facebook account management.
• Knowledge of social media marketing best practices including copy-writing and basic graphic design and branding principles.
• Interest in data and analytics as they relate to marketing campaigns.
• Strong writing and visual storytelling skills and the ability to distill complex information into concise, compelling language.
• Excellent communication skills and ability to work collaboratively across teams.
• Desire and display of initiative to learn and build skills related to marketing and social media.
• Experience with design software (Canva, Photoshop) a plus.
• Ability to work independently within a team environment.
• Strong commitment to and understanding of the mission and values of Gibney.
• Understanding of and experience in the New York City performing arts community.

APPLICATION INSTRUCTIONS
To be considered for the position, please send a resume, cover letter, and an optional video reel or work sample to:

Amy Pastrana
Marketing Manager
amypastrana@gibneydance.org

Please include your first and last name and “Social Media Coordinator” in the subject line of your email.

No phone calls, please.

The general salary range for this full-time position is $42,000; however, exceptionally qualified candidates will be considered at levels commensurate with their experience.

All expressions of interest and conversations will be held in the strictest confidence. References will not be contacted without the candidate’s permission. Incomplete submissions will not be considered, nor will submissions sent via USPS or fax.