

Part Time Marketing and Social Media Coordinator

We are a thriving dance studio located in the Hixson area of Chattanooga. Our studio is dedicated to providing exceptional dance education and fostering a love for dance among our students. With a passionate team and a commitment to excellence, we strive to create a positive and inspiring environment for dancers of all ages and skill levels.

The position requires a high-energy candidate that understands social media and is excited about marketing. The marketing / social media coordinator will work with the studio owner to launch new social media and marketing campaigns and paid advertising that will help grow the studio and reach its ideal clients.

Responsibilities of the role will include:

- Market the studio and programs at the studio and in the marketplace.
 - Posting to Instagram & Facebook
 - Google, You Tube, Yelp, etc.
 - Research partners for advertising needs
 - Attend events that require representative of the studio
 - Create & build community partnerships
- Work in the office to attract, enroll, and retain dancers
- Collaborate with owner to create yearly marketing plan for the studio
- Collaborate with the owner to organize social media content and upload to planning app (i.e. Planoly, Canva, etc.)
- Work with owner / program directors / teachers to create communication and promotions for each season
- Liaison between owner and other staff on communication to clients
- Work with and manage marketing partners or graphic designer to design, produce and distribute schedules, flyers, and promotional pieces
- Update and track engagement on all social media accounts
- Update or oversee updates of website
- Organize and manage all in-studio communication postings
- Update studio voicemail for any important happenings or studio closures
- Oversee and organize all studio photos and videos
- Insure all students have a photo and video release agreement in place

Key Priorities:

1. Work with owner or Enrollment Coordinator to fulfill student enrollment goals each month and quarter with an effective marketing plan
2. Insure that all social media and marketing is done on time and that metrics are being analyzed
3. Make marketing and advertising recommendations to the owner based on trends that are happening in marketplace
4. Ensure that the studio is seen as the “Go To Studio” in the community
5. Know the studio’s brand promise and how it is being delivered to parents and students at all times

Key Metric:

Brand Position in Marketplace

Increase in social media followers each quarter

Facebook ads ROI (return on investment) each month

Increase in number of enrolled students year to year

Schedule and Availability

- 3 4-hour shifts per week:
 - 2 on weekday evenings 3:30pm-7:30pm or Saturday morning 8:30-12:30
 - 1 on a weekday morning 9:30-1:30
 - Approximately 5 hours per week will be flexible time.

Pay and Benefits:

- Competitive salary starting at \$12-\$15 per hour on W2. Raises will be analyzed yearly, and given based on good growth (10% or more each year) at the studio
- Free dance class tuition for self and dependents

Hiring Process: We believe in a thorough and fair hiring process to ensure the best fit for both the candidate and our studio. Our hiring process typically includes:

- Resume: Please send your resume with cover letter to christine@chattdance.com
- Application: Once your resume is received, we will send you a questionnaire form. Complete this online application form, providing all requested information.
- Application: Complete our online application form, providing all requested information.
- Initial Interview: Selected candidates will be invited for an initial interview to discuss their qualifications and alignment with our studio's values.
- Skill Assessment: Depending on the role, there may be a skill assessment or demonstration required.
- Final Interview: A final interview will be conducted with key members of our team to further evaluate the candidate's fit and potential contributions.
- Job Offer: A job offer will be extended to the successful candidate, followed by a formal contract upon acceptance.

We value every applicant's time and commitment throughout the hiring process. Regardless of the outcome, we strive to provide timely communication to all applicants. Thank you for considering joining our dance studio team. We look forward to reviewing your application and exploring the potential of having you contribute to our studio's success!