

Part-Time Marketing & Academy Operations Associate

Organization: Cleo Parker Robinson Dance

Location: Denver, CO

Hours: 20 hours per week

Reports to: Development and Communications

About Cleo Parker Robinson Dance

Cleo Parker Robinson Dance is a nationally and internationally recognized cultural arts institution rooted in African American traditions and dedicated to excellence in dance, education, and community engagement. As the organization continues to grow, we are expanding our patron services team to enhance the experience of our audiences and supporters.

Position Overview

The Marketing & Academy Operations Associate supports the growth, visibility, and day-to-day administrative functions of Cleo Parker Robinson Dance Academy and community programs. This role combines marketing, communications, enrollment support, and operational administration to help increase student participation, strengthen community engagement, maintain accurate Academy records, and support overall program success.

Key Responsibilities

Digital Marketing & Audience Growth

- Support marketing strategies designed to increase Academy enrollment and community engagement.
- Develop and execute digital campaigns across social media, email, and online platforms.
- Assist in creating targeted campaigns to reach families, youth dancers, adult students, and community audiences.
- Track campaign performance and provide insights on engagement, inquiries, and conversions.
- Review enrollment trends, and referral sources through Mindbody to help measure campaign effectiveness and enrollment success.
- Assist with paid social media and Meta advertising campaigns as assigned.

Content Creation & Storytelling

- Create compelling content highlighting Academy experiences, student stories, performances, classes, and community impact.
- Develop short-form video content, photography, graphics, and written content for social media, email, and website platforms.
- Create graphics for Academy events, classes, promotions, and community engagement initiatives using Canva.
- Create and distribute bi-weekly Academy e-blasts and updates through Dotdigital.
- Support email marketing campaigns promoting classes, events, performances, enrollment opportunities, and community programs.
- Track email performance metrics and support continuous improvement of campaign effectiveness.

Website & Digital Presence

- Assist with maintaining current, accurate, and visually engaging website content. Support website updates and digital improvements through WordPress.
- Assist with SEO-focused content development and tracking website performance.
- Monitor website analytics and recommend opportunities to improve user engagement and online visibility.

Academy Operations & Administrative Support

- Process and reconcile Academy payments and support cash handling procedures in accordance with organizational policies including some payroll submission
- Support reporting needs related to enrollment, participation, revenue, and program outcomes.
- Provide general administrative support for Academy operations, events, and special projects.

Required Qualifications

- High school diploma or equivalent required; associate's or bachelor's degree preferred.
- One to three years of experience in marketing, communications, arts administration, customer service, or a related field.
- Strong written, verbal and visual communication skills.
- Excellent organizational skills and attention to detail.
- Ability to work independently while managing multiple priorities.
- Comfort learning and using multiple software platforms and databases. Familiarity with email marketing, website updates, SEO, and analytics tools.
- Proficiency in Dotdigital, Canva, WordPress, Meta Ads Manager, and Mindbody
- Strong organizational skills and attention to detail.
- Ability to manage multiple projects and deadlines independently.
- Interest in arts, education, dance, or community engagement.

Benefits

Part-time employees receive:

- Paid Time Off (PTO)
- Two personal days annually
- Complimentary access to CPRD Academy classes, camps, and programs for immediate family members
- Opportunities for professional growth within a nationally recognized arts organization

Compensation

\$24-30 per hour, depending on experience.

To Apply

Please submit a cover letter and resume to hillary@cleoparkerdance.org. No phone calls, please.

Applications will be accepted until July 17 or until the position is filled.