



Director of Communications

Position Announcement

Our Mission

Cumbe is a home for African and Diaspora dance and music. Through classes and cultural programs, we invite everyone to feel the joy and vitality of rhythms from Africa, the Caribbean and the Americas. Cumbe champions African and Diaspora culture as a vibrant legacy for people of African descent and as an exuberant source of power, spirit and knowledge for all.

Summary of Role

The Director of Communications (DC) will develop cohesive branding, marketing and public relations strategies that compellingly tell Cumbe's story, build Cumbe's relationship and loyalty with audiences and increase our revenue opportunities/streams. These strategies will be implemented in collaboration with the communications team. We are looking for a hands-on visionary who will strategize imaginatively and experiment with out-of-the-box approaches, continually exploring creative ways to build Cumbe's visibility and audiences.

Cumbe's work environment is interactive and collaborative. Our team is quite social and our decisions are often made in dialogue. We value every opinion in the space. We are looking for someone who thrives in this environment, which is embodied in the layout of our office workspace and in our regular meeting schedule. The DC will report to the Executive Director and work closely with our Executive Director and our Director of Programs and Artist Development.

Key Responsibilities

Strategy, Management and Coordination

- Develop an annual communications strategy
- Implement communications strategy in collaboration with communications team
- Hire and supervise staff and consultants on communications team
- Develop and refine tracking and evaluation systems for all communications activities
- Manage Cumbe's communications budget
- Support the implementation of Cumbe's fundraising strategy

Branding

- Refine existing branding efforts to ensure a consistent look and feel, persuasive messaging and excellent customer experience
- Strengthen, in collaboration with all Cumbe staff, key aspects of the Cumbe brand including: signage and way-finding systems in Cumbe spaces, physical space design and signature program elements
- Manage and maintain the Cumbe Style Guide including making and/or delegating updates as needed

Marketing

- Strategize, implement, and delegate among the communications team all promotional activities, advertising campaigns and participant engagement initiatives including:
 - o website
 - o e-blasts and list management
 - o social media (Facebook, Twitter, Instagram)
 - o print materials such as postcards, flyers, brochures, and signage (this includes graphic design and/or design staff management)
 - o street outreach (this includes coordinating Cumbe's existing street team staff)
 - o print and online advertising
 - o cross-promotion, partnerships, and other community relationships
- Work with senior staff to determine and assess pricing, discounts, and sales for Cumbe programs



Public Relations

- Increase brand awareness, clarify brand experience and personalize what Cumbe means to participants through participation in public events (e.g. presence at summer festivals, conference presentations), interviews and other public facing opportunities.
- Liaise with Cumbe's public relations firm to:
 - Secure articles and other media opportunities
 - Develop P.R. materials including media kits, talking points, news releases, website content and fact sheets on organizational programs, initiatives and key messages

Fundraising Support

- Support the development and implementation of Cumbe's fundraising strategy and plan
- Work with the Executive Director and fundraising consultant to ensure that communications and fundraising strategies are in alignment

Requirements

An ideal candidate:

- Has a successful track record designing, executing and assessing effective branding, marketing and public relations strategies
- Understands African and Diaspora cultures and is committed to racial justice
- Possesses exceptional analytical, verbal and written communication skills
- Has a good working knowledge of key softwares including Adobe Creative Cloud, Google Apps, Microsoft Office, WordPress, and an understanding of HTML and CSS
- Demonstrates strong project management and organizational skills, attention to detail and the ability to manage multiple priorities simultaneously
- Tackles challenges with creativity, enthusiasm and a sense of humor
- Enjoys working collaboratively and in a fast-paced, creative environment
- Is available to represent Cumbe at evening and weekend events

Familiarity with African and Diaspora dance and existing media contacts are also desirable, but not mandatory.

Compensation

This is a full time position. Salary range is \$50,000 to \$60,000, depending on experience. Benefits include health insurance, vacation, schedule flexibility, and discounts on Cumbe dance classes.

To Apply

Please send resume, cover letter and one-page summary of suggested Cumbe communications strategy to info@cumbedance.org by Monday, December 4, 2017. Include 'Communications Director' in the subject line.

Select candidates will receive an invitation to interview by Friday, December 8 and we expect that initial interviews will take place between December 8 and December 15. Candidates may also be invited into Cumbe offices for a mock work day during the week of December 18. All candidates will be notified of selection status.

Expected Start Date: January 3, 2018