September 6, 2013

JOB DESCRIPTIONS (2 JOBS AVAILABLE)

MARKETING ASSOCIATE

SpectorDance seeks a MARKETING ASSOCIATE who will work under the guidance of Public Relations Director Heather Kirk. We would like an intern who will help develop internet marketing, communicate accurate and timely information about SpectorDance and its activities to the news media and to the general public. Provides support for external and internal communication efforts, write, edit, and maintain web pages, and other information using traditional and social media. Strong organizational and communication skills, including speaking, writing, web authoring, and editing are essential. Works effectively with SpectorDance Artistic Director, staff, and volunteers to acquire and distribute information and images as appropriate. Participates in occasional events to oversee media and to ensure familiarity with projects and audiences. Excellent communication skills (speaking, writing, editing), administrative and organizational skills, and attention to detail are required. Must have strong computer skills (standard office, web and photo editing applications). Media experience is preferred. Ability to prioritize effectively, to work independently, and to work well with diverse groups of people is required.

We are seeking a person with the following skills:
1. Social Media  Strong skill set with Business Facebook, Linkedin, Yelp and Twitter
2. Database Excel Spreadsheet Experience
3. Comfortable with handing out fliers in the community
4. Ability to do detailed research
5. Ability to work events
6. Assembly of materials/packets/handouts

PROJECT MANAGER for East/West, new multi-disciplinary live performance piece about gang violence

East/West is a new multi-disciplinary performance project about gang violence. Through the power of the live multi-disciplinary performance experiences, East/West will give voice to former gang members and will connect and engage our community in exploring solutions with art at the center. A group of outstanding collaborators will join forces to explore innovative pathways to address this local issue with global significance. Through words, movement, and music, audiences will be able to see that the performing arts are inclusive and available to tell anyone’s story.

Key to this project is our new collaboration with Susie Brusa, Executive Director of Rancho Cielo (www.ranchocieloyc.org), a 100-acre campus in East Salinas offering education, vocational training, and recreation for underserved young adults in Monterey County. Started by a local judge, Rancho Cielo’s vision is to transform the lives of at-risk young adults and empower them to become accountable, competent, productive, and responsible citizens.
Like other SpectorDance projects, filmed interviews will be the starting point for creative
development of this project. Spector Atkins and Roden will film interviews with 8 with former gang
members at Rancho Cielo. NYC-based rap artist, Baba Brinkman (www.bababrinkman.com), will
use actual words from the interviews to create a "rap/sound environment." Michael McLaughlin
(www.mycalmac.com), who currently leads successful poetry workshops at Rancho Cielo, will join
with Fran and selected SpectorDance company dancers to lead poetry/dance workshops with former
gang members at the center. Interviews and workshops will provide an environment where
individuals can tell personal stories of their struggles, hopes, and dreams. The interviews and
workshops will inform the choreographic exploration. Movement will be rooted in contemporary
dance, and embrace influences from break dance, hip hop, and folkloric dance -- the authentic
movement expressions of the cultures most associated with gang violence in our local community.
The live performance piece will be a composite of a blending of all the elements above.

The live performance piece will be designed to be adaptable for a variety of venues -- both traditional
and non-traditional -- and it will be at the center of new experimental audience engagement initiatives
including: 1) utilizing the power of social media to build community awareness and momentum; 2)
offering "focus group previews" designed for audience feedback that will impact the direction of the
project, and 3) initiating "Arts in Action" by inviting audiences to submit their own artistic rendering
in any medium inspired by the performance which will be posted on the SpectorDance website.

Presenting partner, Colleen Bailey (www.steinbeck.org), Executive Director of the Steinbeck Center,
is another key collaborator. Fran and Colleen have a long history of shared projects and a shared
belief in Steinbeck's words about the power of the arts to "champion the forgotten and
disenfranchised, while affirming the strength of the human spirit."

We are seeking a person with the following skills:
1) Oversee the many aspects of the project such as communicating with various groups and
individuals who might be interested in the project
2) Solicit donors
3) Build collaboration and sustain communication, scheduling, transportation, connecting our
promotional and outreach efforts and developing audience engagement.
4) Development and maintenance of the web page, documentation, assessment and evaluation

Please forward resume, with a market piece, or a writing sample to spectordance@earthlink.net. For
questions please call Fran Spector Atkins at 831-601-8510. (5-10 hours per week).

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