Job Title: **Marketing Manager**
Job Purpose: Develop, implement and execute marketing plans for Calpulli Mexican Dance Company strategically-aligned and to enhance the impact of its mission, attract new customers and supporters, and retain existing ones
Reports to: Executive Director
Oversees: Social Media Manager

ORGANIZATIONAL MISSION
The Calpulli Mexican Dance Company (hereafter Calpulli or organization) is a premiere arts organization based in New York City that tours domestically and internationally with a message of honoring and celebrating Mexican people and our stories. Calpulli was founded in 2003 with the mission of celebrating the Mexican community through dance including live music. To this end, the organization produces performances via its international touring company, designs arts-in-education experiences for all ages, and leads community outreach activities in the northeastern USA.

POSITION SUMMARY
The Marketing Manager role is connected to all facets of the organization from Calpulli's touring company to its educational programs. The Marketing Manager is a leader who ensures cohesive marketing strategies and their execution across all mediums including but not limited to the organization's website, e-newsletters, public relations outreach, and targeted communications to members of the media and broader community along with oversight of social media channels. Working closely with the Executive Director and other staff, the Marketing Manager will identify clear target audiences for the organization's programming while at the same time seek opportunities to expand and diversify the audiences Calpulli serves. The role is intricately tied to the organization's strategic plan. The part-time role is poised for growth, impact-focused with flexible weekly hours, and primarily remote with events and frequent meetings requiring in-person attendance.

Duties, Values and Responsibilities:

Leadership
- Lead as an ambassador of Calpulli's mission and associated messaging
- Optimize the operations and design of work for the Marketing team with Calpulli
- Contribute to the development and manage the executive of the annual marketing plan
- Serve as the primary contact for all Marketing, Public Relations, and outreach efforts for Calpulli
- Provide guidance and oversight to Social Media Manager across all platforms and co-design social media campaigns and content; post social media content as needed
- Establish and nurture relationships on behalf of and for the benefit of Calpulli
- Regularly attend staff meetings and report on all marketing and outreach efforts
- Oversee Google Grants Ad Management contractor
- Attend events and performances in person to address media inquiries, manage information tables, and to gather data from patrons
- Proactively seek and obtain information about ongoing and future projects across the organization to ensure marketing alignment
- Oversee the marketing budget

Content creation

- Manage, update, and create content as needed on the organization's website: calpullidance.org
- Draft, schedule, and continually improve e-newsletters and analyze their effectiveness
- Draft press releases for events and performances in conjunction with the Executive Director
- Create and manage marketing resources and create digital and hardcopy kits as needed to ensure access to Presenters, for grant and sponsorship reporting, and for other collaborators and needs
- Create as needed web banners, online flyers, and other digital resources for marketing use
- Draft performance and event programs with input from program staff
- (Ideal) Video editing of promotional materials

Assets Management

- Manage, efficiently archive, and leverage all marketing assets and resources by Calpulli including photographs, videos, and other artistic content via Google Suite and other platforms

Impact

- Enhance and grow Calpulli's distribution list of contacts primarily for electronic communications as well as direct mailing across the United States
- Establish and manage lists of regional Media contacts across all mediums
- Seek and secure media sponsorships for the benefit of Calpulli
- Ensure proper crediting of funders and other supporters is provided for programs, social media, and all communications
- Identify event-posting opportunities online and across general media resources and ensure information is posted in a timely manner
- Propose paid ad opportunities for specific projects and ongoing programs
- Support the growth Calpulli's social media following across all platforms

QUALIFICATIONS

1. (Ideal) Bachelor's degree in Marketing, Communications or related field of study
2. 3-5 years project management or similar experience within nonprofit organizations and the arts
3. 5+ years professional experience with marketing, public relations, and/ or related fields
4. 5+ years professional experience with social media management and associated digital tools
5. (Ideal) Working knowledge with photo editing and graphic design tools including Canva, Photoshop, and others
6. (Ideal) Bilingual proficiency both in writing and speaking in English and Spanish
7. Excellent interpersonal and communication skills in person and in writing
8. Understanding of immigrant communities and challenges/ opportunities to impact via the arts
9. Understanding of the field of Dance and Mexican Folk Dance
10. Ability to prioritize and triage competing requests and needs
11. Experience with online tools and software
12. Proactive and self-driven
13. Passion for Calpulli Mexican Dance Company's mission and a desire to share it

COMPENSATION

$26K annually, part-time role with an estimate of 20 hours per week

TO APPLY
Interested individuals please email your cover letter, resume, and/ or curriculum vitae to Executive Director, Juan Castaño at info@calpullidance.org with the subject line "**Marketing Manager.**" Individuals proceeding to the interview process will be requested to provide references.

NONDISCRIMMINATION POLICY
It is the policy of Calpulli Mexican Dance Company, Inc. to provide equal employment opportunities in compensation and other terms and conditions of employment without discrimination based on age, race, creed, color, national origin, gender, sexual orientation, disability, marital status, veteran status, genetic predisposition, or carrier status.

Calpulli Mexican Dance Company, Inc. is committed to assuring equal employment opportunity and equal access to services, programs, and activities for individuals with disabilities. It is the policy of the Calpulli Mexican Dance Company, Inc. to provide reasonable accommodation to a qualified individual with a disability to enable such individual to perform the essential functions of the position for which they are applying or in which they are employed.

The policy applies to all employment and independent contractor practices and actions. It includes, but is not limited to, recruitment, job application process, examination, and testing, hiring, training, disciplinary actions, rate of pay or other compensation, advancement, classification, transfer, and promotions.

Updated: November 2026