



JOB ANNOUNCEMENT: DEVELOPMENT & MARKETING ASSOCIATE

TITLE: Development and Marketing Associate

REPORTS TO: Executive Director, Senior Marketing Manager when applicable

CLASSIFICATION: Exempt, Full-Time

PREFERRED START DATE: October 6, 2025

ABOUT STEP AFRIKA!

Step Afrika! is the world's first professional Company dedicated to the African American tradition of stepping. Since our founding in 1994, we've grown into one of the nation's premier dance Companies, touring internationally and reaching tens of thousands annually through performances, education programs, and community engagement. With a strong national profile and deep roots in Washington, DC, Step Afrika! blends percussive dance traditions, contemporary performance, and cross-cultural collaboration to create a powerful artistic and cultural impact.

POSITION OVERVIEW

Step Afrika! seeks a **highly organized, detail-oriented, and creative communicator** to join our team as a Development & Marketing Associate. This position plays a key role in supporting the Company's fundraising, marketing, and audience engagement efforts, while also offering **hands-on learning and growth opportunities in arts administration**.

POSITION OVERVIEW CONT.

While the role primarily supports the Senior Marketing Manager, the Associate will assume **expanded responsibility during the Senior Marketing Manager's maternity leave (Dec 2025–Feb 2026)**, helping to lead campaigns, coordinate communications, and ensure the continued success of the Company's development and marketing initiatives.

This hybrid position is ideal for a **recent graduate or early-career professional in arts administration** seeking experience across multiple areas of nonprofit management, including fundraising, marketing, communications, and event management. Step Afrika! asks for a **two-year commitment** to allow the Associate to gain meaningful experience and grow within the organization.

PRINCIPAL RESPONSIBILITIES

Marketing & Communications

- Draft and schedule engaging content for Step Afrika!'s social media platforms, e-newsletters, and website.
- Support press releases, photography, and promotional campaigns.
- Coordinate with external vendors (designers, photographers, videographers, printers).
- Track campaign performance (ticket sales, engagement, open rates) and report on results.
- During the Senior Marketing Manager's maternity leave, manage the marketing calendar and ensure campaign execution, in collaboration with the Executive Director.

Development & Fundraising

- Draft donor acknowledgement letters, thank-you notes, and sponsorship communications.
- Maintain donor and prospect records in PatronManager (Salesforce CRM) and OneCause.
- Assist with grant proposals, reports, and fundraising campaigns (e.g., Giving Tuesday, year-end appeal).
- Support donor cultivation events and stewardship activities.

General & Event Support

- Provide logistical support for performances, special events, and receptions.

PRINCIPAL RESPONSIBILITIES CONT.

- Assist with donor ticketing, guest services, and hospitality for DC-based performances (weekends as needed).
- Record meeting notes and manage follow-up tasks for development/marketing projects.
- Other duties as assigned.

QUALIFICATIONS

- Bachelor's degree in Arts Administration, Marketing, Communications, Nonprofit Management, or related field (or equivalent professional experience).
- **1–3 years of experience** in development, communications, or marketing (internships included).
- Exceptional **writing, editing, and interpersonal communication skills**.
- **Highly organized** with the ability to manage multiple projects and deadlines.
- Experience with CRM systems, especially **PatronManager (Salesforce)** and **OneCause**, strongly preferred.
- Familiarity with Mailchimp, WordPress, Canva, or similar tools is a plus.
- A team player who is proactive, self-motivated, and eager to learn.
- Enthusiasm for Step Afrika!'s mission and the performing arts.

WORK SCHEDULE

- Hybrid schedule with at least **two in-office days per week**.
- Some evening/weekend hours required for DC-based performances and events (limited but consistent).

COMPENSATION & BENEFITS

- **Salary Range:** \$50,000–\$55,000 annually (commensurate with experience)
- Comprehensive benefits package including health, dental, and vision insurance; retirement plan participation; and paid vacation/sick leave.
- Professional development and mentorship opportunities, with direct exposure to senior leadership and participation in high-visibility campaigns.

WHY JOIN STEP AFRIKA!

This role offers the chance to **launch a career in arts administration** while contributing directly to the success of one of the nation's leading dance Companies. The Associate will gain meaningful experience across development and marketing, benefit from mentorship by senior leaders, and take on **real leadership responsibility** during the Senior Marketing Manager's maternity leave. You'll be part of a creative, mission-driven team working to advance African American artistry and engage diverse communities through performance and education.

HOW TO APPLY

Please email a cover letter, resume, and two writing samples (e.g., press release, donor letter, newsletter) to **marketing@stepafrika.org** with the subject line: **"Development & Marketing Associate – [Your Name]"**.

Applications will be reviewed on a rolling basis until the position is filled.

Step Afrika! is an equal-opportunity employer and strongly encourages candidates from diverse backgrounds to apply.