



**Director of First Impressions**  
**Studio DOFI**

We are looking for a high-energy candidate, a friendly people-person that is not afraid of social media and is excited about marketing. Our DOFI (Director of First Impressions) will be responsible to managing the automated customer response program, enrollment and onboarding.

This candidate will:

- manage social media marketing and automated customer service (CRM) programs
- be required to create and develop marketing materials
- design welcome packets
- create new student onboarding materials
- manage the social media ads and content schedule/calendar
- have direct interaction with current and potential students and their families
- share after hours CRM customer support with other staff members

Potential candidates will:

- ✓ Have a deep knowledge of dance or arts administration
- ✓ Possess strong written and verbal communication skills
- ✓ Ability to create professional graphics and posts for social media
- ✓ Be able to work independently and with limited supervision
- ✓ Be available 15-20 hours a week

Medina Centre for Dance Art has been the lead dance educator in Medina County for over 20 years. This local dance school services 400+ students a year through its fantastic staff's hard work and leadership. As a leader in the Medina historic business district, MCDA is active, engaged, and supportive of the local community.

Candidates should send a resume, cover letter, and availability to [jobsfordance@gmail.com](mailto:jobsfordance@gmail.com), attention Kelly Parks.