



# American Dance Training Camp

The **ULTIMATE** Overnight Dance Camp!

[www.AmericanDanceTrainingCamp.com](http://www.AmericanDanceTrainingCamp.com)

Phone/Fax: (866) 383-ADTC Email: ADTC@ASDance.com

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## Local Dance Director Job Description

**Job Title:** Local Dance Director (LD)

**Reports To:** Owner

**Position Purpose:** To further the mission of American Dance Training Camp (ADTC) through the planning and delivery of dance classes, camps & events in your local community. ADTC has a very simple business model that works (!), and LDs are responsible for the management & overall operation of their local ADTC dance program at the direction of the Owner.

The Local Dance Director (LD) is a part-time, seasonal position. While the LD position itself is seasonal, the person in the LD position will be expected to take one of several available options for summer employment with ADTC, working either locally by planning & directing ADTC day-camps in your community, or nationally by launching a new ADTC overnight camp.

**Essential Job Functions:** Plan, coordinate, direct & teach weekly dance classes and additional dance services in your community.

### Teach Classes 4 - 8 + hours/week

- Two afternoons/evenings per week are mandatory to this position. That many nights may not be required, but should be expected.
- Minimal weekend teaching also is mandatory. Again, this may not be required, but should be expected.
- *LDs must be flexible with their day, evening and weekend schedule, as teaching times/requirements may change during the year.*
- When teaching any class, the following is required:
  - You will arrive 10 minutes prior to the start time
  - You will bring all necessary class materials: iPod, CDs, Karaoke Machine or iPod speakers, class lesson plan, hand-outs, brochures/enrollment cards, attendance books, stickers (for child & youth jazz classes), etc.
  - You will appropriately represent ADTC with a positive, energetic attitude!

### Birthday Party Program

*We offer parties on Saturday & Sundays only. Each Birthday Party Coordinator is paid \$25/hour for her time, including the LD when on-site.*

- Manage incoming requests
- Manage "Birthday Party Coordinator" list of Company girls & act as their point person
- Act as the on-site head Birthday Party Coordinator at each party until coordinators can run parties independently (target = early January for complete hand-off)

### Try-Its Program

- Seek out Try-Its opportunities and manage incoming requests
- Schedule sessions as per your availability (weekdays anytime before evening classes)

### ADTC Companies

*The companies typically perform on Saturdays & Sundays only.*

- Assist &/or lead weekly company rehearsals (days TBD by Oct. 31)
- Seek out performance opportunities and manage incoming requests
- Manage performances (contact dancers, coordinate w/ parents & event host)
- Act as on-site performance manager for ASD as needed.

### Administrative Office Support

- Answer phones/return voicemails (must get well-versed quickly in ADTC policies & programs so as to answer telephone questions on the fly!)
- Shop for office supplies when necessary
- Charge customer credit cards when necessary
- Maintain ADTC online database (through Thriva) for your classes
- Collect outstanding tuition payments when necessary
- Create/print/send class handouts, monthly newsletters, email updates, etc.
- Other administrative duties as requested by the Owner.

### Spring Show Planning & Management

- Assist other LDs with pre-show brainstorming: theme development, music, set coordination, etc.
- Help manage costume process: dancer measurements, costume orders, dressing room set-up, costume storage
- Help manage parent volunteers & deal w/ upset mothers
- Help schedule and lead show rehearsals
- Help manage dancers' show date requests & show line-ups
- Help manage t-shirt/DVD/photo sales & fulfillment

### Summer Season Options

- Stay in your local community to manage ADTC day camp programs
- Apply for a Program Director position at one of our many ADTC Summer Overnight Camp locations.
- Work at an ADTC Summer Overnight Camp as an Instructor-Counselor

### Income Potential

We offer you an opportunity to make EXCELLENT income while teaching girls how to dance in a positive environment. Your income is based on the number of students in your program. The more students you have, the higher your income. Students pay a seasonal fee for taking classes, with a discount available if they register for a full year. The economic conditions in your area will help us determine a fair price. The average fee charged by most of our programs is between \$145 - \$195 per season. You receive a percentage of the gross sales after expenses. This percentage is based on factors such as numbers of students and expense control within the program.

Commission Calculator	Example #1	Example #2	Example #3
Number of Dancers:	50	100	200
Number of Classes Per Week:	4	5	7
Average Number of Hours Worked Each Week	8	10	12
Estimated Commission on Class Fees	\$3,715	\$7,776	\$16,243
Estimated Commission on Apparel Sales	\$562.50	\$1,125	\$2,250
Total Yearly Commission	\$4,277.70	\$8,901	\$18,493.2
Hourly Rate	\$16.71	\$27.82	\$48.16

### Bonus Potential:

#### LDs May be Hired to Direct Winter/Spring Weekend "Dance Boot Camps":

- \$225/day salary and camper referral compensation according to rules below:
  - **Get 4 - 6 new campers to enroll** in an ADTC overnight camp session - **earn \$100/camper + \$100 bonus.**
  - **Get 7 - 10 new campers to enroll** in an ADTC overnight camp session - **earn \$100/camper + a \$200 bonus**
  - **Get 10 + new campers to enroll** in an ADTC overnight camp session - **earn \$100/camper + \$300 bonus**
  - **Get 20 + new campers to enroll** in an ADTC overnight camp session - **earn \$100/camper + \$1000 bonus**
  - **Grand Prize:** The ADTC Program Director who enrolls the most new campers will earn \$5000 cash (must be more than 20 new campers)!

#### LDs May Coordinate ADTC Winter/Spring Info Sessions in Their Area or Online:

- \$100 for each info session PLUS referral compensation according to the rules above. In 2010, ADTC is specifically looking to target areas near major cities (NYC, Boston, San Francisco, Atlanta, Denver, etc.).

### Relationships:

- Local Dance Directors reports directly to the Owner.

### Qualifications:

- Must be 25 or older.
- Experience in management, customer service and administrative roles at similar dance or children's afterschool program preferred.
- Entrepreneurial, highly organized and goal oriented.
- Experience in the development and delivery of programs and activities for similar population.
- Self-motivated; ability to function autonomously.
- Very computer literate (ms word, excel, power point, web 2.0, social networking).
- Current certification in first aid and CPR.
- Bachelor's Degree Preferred.
- Must submit health history record and examination form prior to first day of summer camp.
- Successful completion of criminal background checks process.
- Non-US Citizens MUST have US work visa as a condition of employment.

### Knowledge, Skills, and Abilities:

- Must love sharing your passion for dance.
- Must be a mature, responsible, fun-loving individual.
- Must love kids and love being a positive role-model.
- Must be ready to help make ADTC a great experience for everybody, including yourself!
- Ability to accept supervision and guidance as well as organize and oversee dancers in a class setting.
- Ability to establish and maintain effective and productive working relationships and customer service within a diverse and multicultural environment.
- Ability to interact with all age levels.

LDs must be quick-learning self-starters who are eager to be an integral member of the ADTC management team and are excited to become heavily involved in all facets of the ADTC programs. Ideally, we want people in this position who have always aspired to own a dance studio, but want the security of a national brand behind them.

As a Local Dance Director, you will be encouraged and expected to take initiative on a daily basis and to proactively look for ways to contribute to the success of the dance school and its programs. LDs must be able to independently organize and manage projects from idea to on-going implementation. Creativity and an entrepreneurial spirit are a must!

LDs must also have a dance background (either as teacher, choreographer or student), and be capable of leading exciting, challenging, age- and skill-level appropriate dance classes (warm-ups, across-the-floor work, and combinations). LDs must be team players and willing to "roll up their sleeves" to help complete whatever it is that needs to be done, whenever that may be. He/she must be able to manage multiple projects and deadlines and be able to independently prioritize his/her workload.

This is a fledgling business, and the opportunity exists to make a large impact on the future of this organization. American Dance Training Camp seeks to promote and reward employees who continually demonstrate their dedication to the success of the company.