



# A Contemporary Theatre

## Digital Media Manager

Salary: \$30/hr - \$32/hr

Status: Full-Time, Non-Exempt

The Digital Media Manager (DMM) is responsible for building, planning, and implementing ACT's overall digital marketing strategy across all domestic markets and ACT initiatives. This role is responsible for driving relevant patrons and consumers with the objective of improving brand recognition, trust and ultimate purchase intent and conversions. The DMM drives ACT's social media presence, ensuring high levels of web traffic and patron engagement. They will devise and implement content strategies and collect engagement data as well as identify trends among patron interactions to help plan digital campaigns that build brand loyalty and build community online. They will engage people, leverage monitoring tools for insights, and align their work with ACT's brand goals. They also have an eye for social media trends and know how to engage the company's followers. Communications from the DMM will be the primary external voice of ACT, and they must execute that voice with care, creativity, authenticity, and good judgement.

Engagement across digital platforms is central to the success of the organization and the ability to tell our story. The Digital Media Manager will navigate projects from ideation to completion and work in tandem with the rest of the marketing team and across all departments to help identify and carry out the social media strategy for ACT. The Digital Media Manager is a highly collaborative, creative, and strategic thinker, strong project manager, and can lead individuals from various departments towards the execution of social media initiatives.

Benefits include health insurance, paid sick, vacation, and holidays, 403b plan, access to \$5 downtown parking, and free tickets to ACT productions. COVID-19 vaccination is a condition of employment.

### **Responsibilities Include (But Are Not Limited To):**

#### **Develop and Manage Social Media Strategy – 50%**

- Design social media strategy including building and maintaining social media presence.
- Partner across departments to oversee content development, manage social media production budget, and publish videos, images, and text content on a regular basis.
- Create, publish, and share content across multiple social media channels including text, images, video, and more to build online connections to expand engagement, excitement, and awareness across the digital landscape.
- Promote the voice of ACT with care, creativity, authenticity, and good judgement.
- Suggest and implement new features to develop brand awareness.
- Work with Marketing Director to build an effective and efficient inbound marketing plan, making best use of digital media opportunities.
- Manage community, communicate with followers, remove inappropriate comments, respond to queries in a timely manner, and monitor customer reviews. Escalate patron complaints to Patron Services Manager as appropriate.

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- Stay up to date with current technologies and trends in social media, design tools and applications, including exploring new platforms to expand social reach and ensure ACT is on the forefront of trends and platforms.
- Ensure that ACT values and artistic standards are exhibited in online efforts.

## **Develop and Manage Digital Advertising Strategy – 20%**

- Perform digital media planning and execution, including SEO, SEM, Display, Paid Social, Google Analytics and Ads, and direct buys for all domestic markets.
- Manage digital agency relationship, maintaining a successful partnership while being equally responsible for results.
- Ensure digital initiatives are delivered on-time, on-brand, and meet the needs of the organization.
- Provide reporting on a consistent basis, evaluating tools, and overall digital advertising success.
- Lead company in keeping current with digital industry innovation; share trends and insights across digital advertising.

## **Analytics – 10%**

- Perform research on current benchmark trends and audience preferences.
- Analyze social media activity and community engagement and share data, insights, and best practices with the marketing team.
- Research and connect with potential Affinity Group partners in the community for targeted outreach.

## **Website– 10%**

- Oversee and manage ACT website-management projects.
- Collaborate cross-functionally with Development, Artistic, Sales, and Patron Services to ensure brand consistency and messaging alignment.

## **Other Duties – 10%**

- Demonstrate the initiative to learn and enhance skills that promote anti-racism, cultural competency, and an understanding of oppression and its impact.
- Participate in intentional learning efforts, including events relating to understanding institutional racism and building cultural competency and exhibit a commitment to Equity, Diversity, Inclusion, Accessibility, and Belonging.

## **Qualifications/Skills**

- Minimum 3 years 'experience in social media management for an organization, brand, or agency
- Hands on experience in content creation and management (text, image, and video)
- Experience executing paid social media and PR strategies
- Solid knowledge of SEO, keyword research, and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Knowledge of social analytics, online marketing, and a good understanding of major marketing channels
- Distinguished interpersonal and communication skills
- Successful project management skills
- Excellent writing, editing, research, and organizational skills



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- Organizational and administrative management experience including calendaring, written and verbal communication, strategy building, and providing reports
- Intermediate to advanced knowledge of Microsoft Office Suite and Slack
- Drive to collaborate to achieve common goals, flexible, sense of humor, problem-solver, detail-oriented, support driven, work independently on multiple projects at a time
- Interest in and ability to learn the intricacies of a producing theatre organization

## **Equity and Inclusion**

ACT strives to be an anti-racist, fully accessible, multicultural theatre that is truly welcoming to all. Employees will:

- Demonstrate the initiative to learn and enhance skills that promote anti-racism, cultural competency, and an understanding of oppression and its impact
- Participate in intentional learning efforts, including events relating to understanding institutional racism and building cultural competency and exhibit a commitment to diversity, equity and inclusion

## **Physical Skills/Work Environment**

While performing the duties of this job, the employee is regularly required to operate a computer and take pictures and video, move through a variety of environments typical in a theatrical environment, administrative office spaces, and public spaces, use a computer, use a telephone, and the ability to work in an open office environment. Strong written command of the English language with the ability to be understood, and the ability to work in an open office environment. Specific vision skills include close vision, depth perceptions, and the ability to adjust focus. Strong written command of the English language with the ability to be understood.

## **To Apply**

Submit resume and cover letter with “Digital Media Manager” in the subject line to [work@acttheatre.org](mailto:work@acttheatre.org)