

Digital Content and Communications Manager

ACT Theatre has an exciting opportunity for a Digital Content & Communications Manager (DCCM) to join our team. ACT is an integral part of the Seattle community and has supported local artists for almost six decades. The DCCM meaningfully contributes to ACT's creative voice. This is a fantastic opportunity to work for a cutting-edge, innovative artistic organization that highly values its employees.

The DCCM's main responsibilities are being responsible for the company's social media strategy and leading content capture for the organization. This position creates high quality content and impactful messaging that engages audiences and builds brand recognition. This role is responsible for retargeting and nurturing patrons and consumers with the objective of improving brand awareness, trust, and ultimate purchase intent and conversions through public facing messaging.

The DCCM 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 marketing campaigns that build brand loyalty and build community. 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 and grow the company's followers.

Engagement across all platforms is central to the success of the organization and the ability to tell our story. The DCCM is a highly collaborative, creative, and strategic thinker, strong project manager, and will lead individuals from various departments towards the execution of ACT's brand identity. Communications from the DCCM will be the primary external voice of ACT, and this is an opportunity to craft that voice with care, creativity, and authenticity.

Roles & Responsibilities include:

- Design social media strategy including building and maintaining social media presence by creating, publishing, and sharing content across multiple social media channels including text, images, video, and more to build online connections and encourage interaction.
- Lead content creator - Includes creating meaningful and engaging content (photo, video, motion graphics) across all departments and leading colleagues and artists to capture content for social media, email marketing, and website.
- Oversee social media platform's design (timeline cover, profile pictures, layout, etc.)
- Convey the Company brand on social media channels in a cohesive way to reflect ACT's brand and achieve ACT's marketing goals.

- Ensure that ACT values and artistic standards are exhibited in all online activities and public messaging.
- Demonstrate the initiative to learn and enhance skills that promote anti-racism, cultural competency, and an understanding of oppression and its impact.
- Work within show budgets, as directed by Director of Marketing, to boost appropriate social media organic content followed by providing detailed back-up for show settlements.
- Manage outside agency on paid social campaigns including trafficking assets, meeting regularly to assess performance, and creation and sending of strategic CRM lists.
- Support the Director of Marketing to build an effective and efficient overall inbound marketing plan, making best use of digital media opportunities.
- Manage online 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.
- 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.
- Lead company in keeping current with digital industry innovation; share trends and insights across the digital sphere.
- Research content related to upcoming shows, programs, and activities in our venue for use on social platforms.
- Writing and editing some marketing and sales initiatives – including but not limited to email communications, show marketing blurbs, and program articles.
- Creates high quality content and impactful messaging that engages audiences and builds brand recognition.
- In partnership with the outside digital marketing agency, analyze social media activity and share data, insights, and best practices with the marketing team and ACT's leadership.
- Ensure that a commitment to Equity, Diversity, Inclusion, Accessibility, and Belonging is exhibited in all online activities and public messaging.
- 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.

Experience & Qualifications

- Minimum 2 years' experience in social media management for an organization, brand, or agency strongly preferred
- Hands on experience in capture, content creation, and management (text, image, and video)
- Experience executing paid social media
- Expertise of all social media channels' best practices

- Knowledge of social analytics, and the ability to review and communicate those analytics to make informed decisions on future strategies
- Strong and diverse copywriting skills
- Distinguished interpersonal and communication skills
- Successful project management skills
- Excellent editing, research, and organizational skills
- Organizational and administrative management experience including calendaring, written and verbal communication, strategy building, and providing reports
- Intermediate to advanced knowledge of Microsoft Office Suite, Slack, Canva, and Asana
- 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
- Flexibility in scheduling, occasional weekend and evening work will be required based upon program calendar

Equity and Inclusion

ACT is an equity opportunity employer and does not discriminate against employees or job applicants on the basis of race, color, religion, creed, sex, age, national origin, military and/or veteran status, disability, sexual orientation, gender identity or expression, neurodiversity, education, socio-economic status, cultural affiliation, language, marital or family status, genetic information, political ideology, actual or perceived status as a victim of domestic violence, sexual assault, or stalking or any other status or condition protected by the applicable federal, state, or local laws or other characteristics prohibited by law.

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 Equity, Diversity, Inclusion, Accessibility and Belonging

Compensation

ACT provides a competitive compensation package with an annual salary range of \$65,000-\$70,000, depending on experience and qualifications. Medical, vision, and dental insurance are available, 11 paid holidays, 403b plan, access to \$5 downtown Seattle parking, and free tickets to ACT's incredible productions. PTO begins at 20 days per year in addition to Seattle Paid Sick and Safe Time accrual.

Application Process

If you are not sure if you meet 100% of our qualifications but believe you could excel in this role, we encourage you to apply. We are dedicated to considering an array of candidates, including those with diverse workplace experiences. Please apply with your resume and cover letter for immediate consideration at work@acttheatre.org. ACT provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. If any accommodations are needed to begin the application process, please contact work@acttheatre.org.