



POSITION: Social Media Manager
REPORTS TO: Director of Marketing
DEPARTMENT: Marketing
CLASSIFICATION: Exempt

The Opportunity

Signature Theatre seeks a Social Media Manager who can continuously come up with creative ideas, has excellent interpersonal skills, is a great researcher, loves data and is driven to continuous learning and growth in the position. The Social Media Manager works with staff across the organization to help expand Signature's reach, brand, and community engagement. The Social Media reports to the Director of Marketing and works closely with the marketing, development, artistic and education teams.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Strategy
 - Set goals for each social media platform on which Signature is active. Provide regular reports on progress towards those goals.
 - Watch the social media landscape for new social media platforms, grab the @sigtheatre user tag for any platform which looks like will hit mainstream.
 - Advise when ramp up or reduce use of any particular platform.
 - Create and implement strategies to grow user numbers on all active platforms.
- Planning
 - Create and maintain an organization-wide social media calendar that is open to all staff to view.
 - Share at the weekly marketing meeting the calendar for near future, and any longer-range posts that need discussion.
 - Work with staff across departments, including artistic, production, development, education to plan posts that require a higher-level cross-departmental communication (ie: an artist take over) a few weeks out.
- Content Creation
 - Create interesting and engaging content, including images/videos and more.
 - Create content that is both directly related to currently running productions as well as more general Signature-related content.
 - Work with Deputy Director of Marketing, Director of Creative Content for any video content needs.
 - Work with Publications Director to schedule any design needs with Signature's graphic designer.
 - Create audiences for all paid campaigns, track results, reassess and refine as needed.
- Reporting
 - Create formalized analysis and reporting procedures for Signature's social media.
 - Decide on what KPI's to use and what levels indicate success.
 - Track cross-platform posts to create a full picture of a posts' impact.
 - Decide with Director of Marketing how often results should be analyzed and shared.
 - Track spend and effectiveness of all paid campaigns and revise as needed.
 - Understand the budget for each campaign, maximize paid spend during campaign timeframe.
 - Send reports to finance team to assign costs of paid campaigns to the correct programs.
- Google AdWords Campaigns
 - Create campaign and ad structure for Signature's Google Grant AdWords

- Use AdWords to promote productions, free events and education programs that fall within the guidelines of the grant.
- Create audiences, keywords and ad targets for each campaign.
- Assess campaigns effectiveness and refine as necessary.
- Additional Duties
 - Constant learning – social media is a fast-changing landscape, continuous learning should be a regular part of this position’s duties.
 - Attend marketing meetings and contribute ideas for various campaigns.
 - Attending meetings with other departments as needed.
 - Work at Signature events and festivals in rotation with other staff.
 - Other duties as assigned by the Director of Marketing.

Qualifications

- Experience in social media content creation on Facebook, Instagram, Twitter and TikTok for a business. Skill in navigating the backend management of each of these platforms (ie: Facebook’s Creator Studio).
- Bachelor’s Degree or equivalent combination of experience and education.
- Skill in taking photos and short videos that look good, and basic level of knowledge creating visual and engaging content using design (Photoshop/Canva) a plus.
- Knowledge of theater and or the arts a plus.
- Facility with numbers to support budget creation, monitoring, and reporting, including basic spreadsheet knowledge.
- Excellent interpersonal, written, and oral communication skills
- Strong public speaking skills
- Some evening and weekend hours required.

Signature has instituted a mandatory Covid-19 vaccination program for all employees; the successful candidate must provide proof of an FDA or WHO approved vaccine and a booster prior to beginning work and must agree to adhere to all Signature safety protocols.

Compensation

The salary range for this position is \$48,000 to \$54,000 dependent on skills/experience, and includes an excellent package of benefits, including medical, dental, disability and life insurance; paid vacation, sick and parental leave; as well as complimentary and discount tickets. This is a full-time, salaried exempt position - 40 hours per week. *This is predominantly an on-site position with the possibility of telework 1-2 days a week.*

To Apply

For consideration, please forward a resume and cover letter to jobs@sigtheatre.org. Please include the phrase “Social Media Manager” in your subject line. No mail or phone submissions, please.

Signature Theatre is an Equal Opportunity Employer who celebrates diversity and does not discriminate based on race, religion, color, national origin, sex, sexual orientation, age, veteran status, disability status, or any other applicable characteristics protected by law. Signature Theatre is committed to providing access, equal opportunity, and reasonable accommodation for individuals with disabilities in employment, its services, programs, and activities.