

MAGIK THEATRE

TITLE: Social Media Coordinator	POSITION TYPE & SALARY Part-Time, \$16 per hour
DEPARTMENT: Marketing	FLSA STATUS: Non-Exempt
REPORTS TO: Marketing Manager	HIRE DATE: Immediate

SUMMARY DESCRIPTION: The Social Media Coordinator will curate, create, and monitor social media content to support and enhance strategies across all social media channels. This individual will work closely with the Marketing Manager to support Magik Theatre’s brand, objectives, and goals.

RESPONSIBILITIES:

- Create and manage editorial calendar
- Develop a social media strategy that is process-driven, consistent, methodical, and measurable
- Create, produce, and publish content including and not limited to time-sensitive content in a prioritized manner
- Ensure the continuity of a brand online voice across all social channels
- Monitor and respond to inquiries on social channels
- Will help implement an evolving newsletter strategy in order to conceive and manage regular newsletters to grow audience users and other KPI
- Will serve as a social media expert, staying on top of current and social media trends to ensure out stations content efforts are cutting-edge
- Analyze and provides monthly reports on social media engagement metrics, such as a new user growth, followers, likes, comments, and shares.
- Make recommendations on the content, designs, or campaigns to improve effectiveness of social media channels
- Performs other related duties as assigned.

REQUIRED SKILLS, AND ABILITIES

- Excellent written and oral communication, presentation and organization skills.
- Proficient in Microsoft Word, PowerPoint, Excel, and G-Suite
- In-depth working knowledge of Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro, Lightroom)
- Have basic photography, videography, and graphic design skills (Canva)
- Strong background and varied experience writing, content creation, and development in the digital space
- Experience using social media analytics to develop strategy based on data
- Solid knowledge of SEO, keyword research and Google Analytics
- High level of creativity, attention to detail and time management skills
- Able to travel locally and work on weekend, on occasion
- Some knowledge or familiarity of Theatre, Performing Arts, or Entertainment Industry is preferred, but not required.

REQUIRED EDUCATION, EXPERIENCE

- Bachelor’s Degree (B.A) from four-year college or university with a concentration in Business, Marketing, Communications, or related field of study; or two to three years related experience and/or training; or equivalent combination of education and experience
- At least 1-2 years of experience in social media strategy (developing, curating, and analyzing social media content) on behalf of a brand

PHYSICAL & MENTAL REQUIREMENTS:

- Ability to sit for extended periods of time
- Ability to stand for extended periods of time
- Ability to use fine motor skills to operate equipment
- Ability to receive and comprehend instructions verbally and/or in writing
- Ability to use logical reasoning for simple and complex problem solving