



**DALLAS
THEATER
CENTER**

2400 Flora Street
Dallas, Texas 75201

phone: 214.526.8210 | fax: 214.521.7666
email: info@dallastheatercenter.org
www.dallastheatercenter.org

JOB TITLE: Social Media & Content Manager
DEPARTMENT: Marketing
REPORTS TO: Manager of Digital & Media
PREPARED DATE: August 4, 2023
CLASSIFICATION: Salaried; Exempt
SALARY RANGE: \$45,000-\$49,000

MISSION STATEMENT

The mission of Dallas Theater Center is to engage, entertain and inspire our diverse community by creating experiences that stimulate new ways of thinking and living. We will do this by consistently producing plays, educational programs, and other initiatives that are of the highest quality and reach the broadest possible constituency.

EQUITY, DIVERSITY, AND INCLUSION STATEMENT

ALL ARE WELCOME!

At Dallas Theater Center, we want to be the best place to work and see theater, and to be a positive and transformational force in Dallas and beyond.

We stand up for equity, diversity and inclusion across our company and community. As a leading national theater, we recognize that building an equitable, diverse, and inclusive environment is central to our relevance and sustainability in the community we serve and love.

*For complete statement, please see final page of this posting

POSITION SUMMARY

The Social Media & Content Manager is responsible for developing, implementing, and managing multichannel marketing campaigns and promotional content that promote our company and its products and/or services. This position plays a major role in enhancing brand awareness across a variety of channels as well as driving website traffic to engage with and acquire leads/customers.

This position represents the voice of the brand in an online social setting, while also capturing the true essence of the brand via photography and videography. Develops key social media strategies and evaluates new multichannel technologies, using performance analytics tools to measure campaign success. Develop social media and interactive customer experience concepts and strategies that put the company's product in front of its target audience. Being adept at enhancing brand awareness, driving traffic to the company's website, and generating leads.

The Social Media & Content Manager will effectively use company assets (social media, photography, and videography) to create marketing strategies that will boost conversion rates and ultimately increase our company's ROI. Innovative thinking, a focus on positive customer experience and a proactive mindset are essential in this role.

KEY RELATIONSHIPS

- Manager of Digital & Media
- Director of Marketing & Communications
- Executive Director
- Artistic Director
- Artistic Producer
- Production Manager
- Stage Management Team
- Resident & Guest Artists
- Senior Leadership Team

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Lead and execute strategy for branded social media channels that include creative, storytelling, messaging, production, distribution, engagement, and insights for brand priorities.
- Develop and implement multichannel marketing campaigns on behalf of the brand that will create consumer engagement, loyalty, and brand equity.
- Execute content marketing initiatives to drive traffic and engagement across social and digital platforms from both organic and paid perspectives and achieve specific conversion targets.
- Serve as in-house photographer/videographer to capture projects including, but not limited to, company events, productions, press events and more, as needed.
- Drive positive engagement and address social media customer service issues across varied social media accounts/platforms.
- Create content for social media and other platforms as needed.
- Oversee Dallas Theater Center influencer marketing collaborations with individuals and brands.
- Ensure integration of all elements of marketing mix into social media communications, driving cohesive and impactful messaging and trademark consistency.
- Monitor social analytics and performance metrics to assist in projecting and planning for marketing.
- Stay informed of current news, algorithm changes, best practices, tools and trends in an ever-changing world of social media to maximize brand relevance and engagement.
- Daily maintenance of social, content, and communications calendars
- Continuously monitor and analyze competitive, consumer and category trends
- Research and create regular campaign and social program progress reports.
- Additional duties assigned by the Director of Marketing & Communications
- Some nights and weekends are required, as directed.

This job description is not exhaustive and is subject to review in conjunction with the post holder and according to future changes/developments.

SKILLS AND KNOWLEDGE REQUIREMENTS

- At least two years of experience working in social media and content creation.
- Proficiency in photo and video editing software. Adobe Creative Suite preferred.
- Experience in social media copywriting
- Experience working with DSLR cameras, capturing video content and photography.
- Ability to work in a fast-paced environment, manage multiple projects, and meet deadlines.
- Strong organizational skills and ability to organize and prioritize tasks effectively.
- An appreciator of theater and an advocate for its value for the community.

PHYSICAL REQUIREMENTS

- Able to sit, stand, and squat for extended periods of time.
- Able to move 50 lbs.
- Able to work full shifts in non-climate-controlled environment.
- Comfortable working at heights.
- Able to work quickly and accurately in a complex and fast-moving environment.

EDUCATION AND EXPERIENCE REQUIRED

- 3+ years of related experience in communications, journalism, design, social media and/or marketing.
- Bachelor's degree in Journalism, Marketing, Design or related field is preferred.

Dallas Theater Center is an Equal Opportunity Employer (EOE). Qualified applicants are considered for employment without regard to age, race, color, religion, gender, national origin, sexual orientation, disability, or veteran status. If you need assistance or an accommodation during the application process because of a disability, it is available upon request. The company is pleased to provide such assistance, and no applicant will be penalized because of such a request.

HOW TO APPLY

Please submit resume and cover letter via email to hr@dallastheatercenter.org with **Social Media & Content Manager** in the subject line.

ABOUT DALLAS THEATER CENTER

One of the leading regional theaters in the country and the 2017 Regional Theatre Tony Award® Recipient, Dallas Theater Center (DTC) performs to an audience of more than 100,000 North Texas residents annually. Founded in 1959, DTC is now a resident company of the AT&T Performing Arts Center and presents its Mainstage season at the Dee and Charles Wyly Theatre, and at its original home, the Kalita Humphreys Theater. DTC is one of only two theaters in Texas that is a member of the League of Resident Theatres, the largest and most prestigious non-profit professional theater association in the country. DTC produces a six-play subscription series of classics, musicals and new plays and an annual production of *A Christmas Carol*; education programs, including the Award-winning Project Discovery and a significant partnership with Southern Methodist University's Meadows School of the Arts; and many community collaboration efforts with local organizations. In 2017, DTC's Department of Public Works launched a groundbreaking community engagement and participatory theater project designed to deliberately blur the line between professional artists and community members, culminating in an annual pageant featuring over 200 Dallas citizens performing professional production. Throughout its history, DTC has produced many new works, including recent premieres of *penny candy* by Jonathan Norton, *Miller, Mississippi* by Boo Killebrew; *Hood: The Robin Hood Musical Adventure* by Douglas Carter Beane and Lewis Flinn; *Bella: An American Tall Tale* by Kirsten Childs; *Clarkston* by Samuel D. Hunter; *The Fortress of Solitude* by Michael Friedman and Itamar Moses; *Giant* by Michael John LaChiusa and Sybille Pearson, and many more.

As a member of The League of Resident Theaters (LORT), DTC operates under the LORT agreement with Actors' Equity, the Stage Directors and Choreographers Society and United Scenic Artists.

ABOUT THE DALLAS COMMUNITY

Dallas is a richly diverse modern metropolis in north Texas and is a commercial and cultural hub of the region. Over the years it has become a melting pot of cultures, religions and lifestyles. This important convergence of uniqueness and differences is reflected throughout the sights and sounds of the city. Dallas' authentic arts, music, food, places of worship, historic landmarks and urban lifestyle all contribute to the city's makeup. Located in the northeast corner of downtown Dallas, the Dallas Arts District is the largest contiguous urban

arts district in the nation, spanning 68 acres and 19 contiguous blocks. This iconic neighborhood has more buildings designed by Pritzker award-winning architects than any location in the world. Dallas Arts District unifies culture and commerce with integrated and exemplary artistic, residential, cultural, educational, recreational, religious and commercial life Downtown's Sixth Floor Museum at Dealey Plaza commemorates the site of President John F. Kennedy's assassination in 1963. In the Arts District, the Dallas Museum of Art and the Crow Collection of Asian Art cover thousands of years of art. The sleek Nasher Sculpture Center showcases contemporary sculpture. The Perot Museum of Nature and Science sparks the imagination through a world of scientific wonders. Performing arts venues based in the Arts District include the AT&T Performing Arts Center, Moody Performance Hall, Meyerson Symphony Center, Winspear Opera House, Montgomery Arts Theater, and the Wylie Theater. These beautiful venues feature the work of such notable Dallas-based performing companies as the Dallas Opera, Dallas Symphony, Titas/Dance Unbound, Dallas Black Dance Theatre and the Dallas Theater Center as well as touring productions from across the nation. Dallas is home to six professional sports teams including the Dallas Cowboys, Dallas Mavericks, Dallas Stars, Dallas Wings and FC Dallas. It is also host to several major sporting events like the Mexico National Team, college football games, e-sports competitions and more. In addition, the State Fair of Texas which takes place for over three weeks each fall at Fair Park in Dallas is the longest running fair in the nation as well as one of the largest.

EQUITY, DIVERSITY, AND INCLUSION FULL STATEMENT

ALL ARE WELCOME!

At Dallas Theater Center, we want to be the best place to work and see theater, and to be a positive and transformational force in Dallas and beyond. We stand-up for equity, diversity, and inclusion across our company and community. As a leading national theater, we recognize that building an equitable, diverse, and inclusive environment is central to our relevance and sustainability in the community we serve and love.

- **EQUITY** means recognizing that not everyone starts at the same place, addressing inequities in access and opportunity, and allowing for full and fair participation.
- **DIVERSITY** means acknowledging and respecting human qualities that are different from our own and outside the groups we are a part of or with which we are associated. These qualities include but are not limited to: ethnicity, race, color, country of origin, sex, gender, gender identity or expression, age, sexual or relationship orientation, family structure, religion, beliefs, political affiliations, experiences and ability differences.
- **INCLUSION** means honoring and accepting the gifts, backgrounds, experiences, and wisdom that every individual brings with them, so that every stakeholder feels valued by Dallas Theater Center. Our stakeholders are staff, artists, board members, donors, audiences, and community members.

We will strive to create a culture of inclusion where individuals can thrive and succeed, are able to participate in and contribute to the progress and success of Dallas Theater Center while growing both professionally and personally.

We recognize and value individual differences, and we acknowledge structural and systemic racism and other access barriers that prevent full and fair participation of people outside the dominant culture and power dynamics. We acknowledge the complexities of becoming a fully inclusive and anti-racist organization, and we accept the challenge to build an organization where full and fair participation is the norm.

We commit to providing fair treatment, access, opportunity, and advancement and to creating space for culturally diverse voices to be heard and power to be shared. Together, we are even better.