



### **Social Media Coordinator**

The American Theatre Guild is a dynamic 501(c)(3) nonprofit organization and the largest touring Broadway presenter in the nation. We proudly bring the magic of Broadway to fourteen markets across the country! Our mission is the key to what drives our organization. We are dedicated to providing the experience of live theatre to foster passion, inspire creativity and empower youth within our communities. Our passionate team strives to share the transformative power of live theatre with our patrons and nurture the artists of tomorrow.

#### **Job Duties:**

- Develop, write, and schedule compelling social media content across various platforms (Facebook, Instagram, X, TikTok, YouTube, LinkedIn) to promote Broadway Series in all ATGuild markets.
- Develop and implement a comprehensive social media strategy that aligns with overall marketing and sales goals.
- Actively monitor social media channels, respond to comments and messages in a timely and professional manner.
- Track, analyze and report on key social media metrics (engagement, reach, impressions, conversions). Use data to identify trends, optimize content and develop future strategies.
- Stay up to date with the latest social media trends, tools, best practices, and platform updates.
- Work closely with the marketing, creative, and sales team to ensure brand consistency and integrate social media efforts with other marketing initiatives.
- Execute social media campaigns, contests, and promotions.
- Collaborate with venue and market partners for social media content and strategy. Serve as the primary point of contact for all organic social media.
- Create in-market content during engagements and season announcements. In-person availability for Music Hall and Kauffman events is required. Position may require occasional travel for in-market initiative and content creation.
- Coordinate content creation with communications team around advance and in-town press opportunities.

#### **Knowledge, Skills & Abilities**

- 1-2 years' experience in social media marketing for performing arts, live events and/or experience-based brands.

- Expertise in social media channels (Facebook, Instagram, X, TikTok, YouTube).
- Proficient with creating and editing videos, photos and other social media specific content via Adobe Creative Suite, Final Cut Pro, iMovie or similar software.
- Deep knowledge of platform algorithms, short and long form content, and how to connect with different audiences on various platforms.
- Exceptional written communication skills. (Portfolio requested upon application.)
- Excellent verbal communication skills.
- Excellent organizational skills and attention to detail.
- Bachelor's degree in marketing, communications, journalism or a related field (or equivalent professional experience).
- Proficient with Microsoft Office, Google Suite, and other related software.
- Easily adaptable to ever-changing marketing practices within the Broadway touring industry and individual markets' needs
- High level of accuracy, meeting strict deadlines, and working with others in a group or team.
- Ability to think creatively and problem solve
- Ability to learn computer software to operate phone calls and proficiently perform duties in a remote (or office) work environment
- Ability to work on multiple projects simultaneously
- Proficient keyboarding skills
- Willingness to take direction from superiors
- Capable of working under light supervision
- In-person availability required for Kansas City events and initiatives. Occasional market travel may be required.

#### **Working Conditions & Physical Demands:**

- The employee is often required to sit and use their hands and fingers, to handle or feel and to manipulate keys on a keyboard for up to 8 hours a day.
- The employee is often required to stand, walk, reach with arms and hands, climb or balance, and to stoop, crawl, kneel, or crouch.
- This position requires working indoors with controllable environmental conditions and temperature.
- This position requires the employee to talk and hear. Requires face-to-face discussions with individuals and teams, opportunity to make decisions without supervision, mistakes are not easily correctable and have serious consequences that impact the results of co-workers, customers or the company.
- Vision abilities required by this job include close vision.
- Employee will spend prolonged hours in front of computer screens.

**While this is a remote position, the candidate must reside in proximity to our main market area of Kansas City.**

**Benefits Include: PTO days, paid holidays, parental leave, SIMPLE IRA contributions and generous employer contributions to health, dental, and vision insurance premiums.**

**FLSA: Non-Exempt**

**DISCLAIMER:** This job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required for the position, and in no way states or implies that these are the only duties to be performed by the employee occupying this position. These duties are subject to change at the discretion of Management. Employees will be required to follow and perform any other job-related instructions and duties in compliance with Federal and State Laws. All job requirements are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the employee must possess the abilities or aptitudes to perform each duty proficiently. Continued employment remains on an "at-will" basis.