



PACIFIC CONSERVATORY THEATRE

Job Description

Position: Social Media and Graphics Manager
Department: Marketing
Reports to: Marketing Director

Under the direction and supervision of Marketing Director, the Social Media and Graphics Manager (a full-time hourly position), organizes and executes PCPA's communications and graphics strategy across multiple social media channels, PCPA's App, and print materials. Primary responsibilities for this position include the creation, development and maintenance of social media content and other digital/web-based communication; photo, video, audio, graphic, print and written communications; channel optimization (both real-time and long-term); brand voice and consistency; use of analytics to track trends and form/enact strategic response; and audience development.

As the "eyes and ears" of PCPA's social media presence, the position collaborates with other PCPA departments, media content producers, and key fans, to promote an ongoing, two-way, brand conversation; assists in both institutional and sales-focused social media strategy; and supports occasional evening and weekend special events such as opening nights and community engagement activities.

At PCPA we believe that diversity makes us stronger, enriches our art, and is a source of joy. We believe that our understanding of the principles of Equity, Diversity, and Inclusion must continually grow and be actively practiced in our behavior and relationships. We will maintain a safe and welcoming working environment, free from any aggressions, and will interrupt behaviors that hinder our efforts to create an equitable, diverse and inclusive environment. We will make space for open communication that enhances relationships with all staff and community members, particularly those belonging to historically marginalized groups. PCPA upholds a commitment to Anti-Racism and prohibits discrimination against anyone based on factors including, but not limited to: race, color, religion, sex, gender identity, sexual orientation, national origin, age, disability (physical or mental), or socioeconomic standing. We commit to serving our community by inspiring our current audience, cultivating our future audience, and preparing the next generation of theatre professionals.

Roles and Responsibilities:

- Update Content calendar and develop content for all pre-planned and real-time social media content across a range of campaigns for PCPA's social channels (such as Facebook, Twitter, Instagram, YouTube, and more as we grow) in accordance with the Marketing department's content strategy.
- Create and lead social media campaigns that market PCPA's productions, and advance the company's artistic identity, mission and initiatives beyond the stage – including, but not limited to, those efforts that focus on the organization's sales, engagement, and outreach programs.

- Monitor and maintain all social media accounts and third-party review sites daily and alert appropriate staff to any customer service issues or other potential sensitivities.
- Ensure all social media communications are on-brand and consistent, in terms of quality, creativity, style and tone.
- Attend on- and off-site PCPA events (rehearsals, influencer events, community activities, opening nights, etc.) to provide real-time social coverage.
- Establish workflows for requesting, creating, editing, and publishing social media content and communications (including real-time implementations).
- Continually expand creative boundaries, in order to generate fresh content, while adhering to social media and digital best practices.
- Conduct competitive audits to gauge social media effectiveness as a part of the ongoing patron conversation. Gather data, interpret analytics, and make recommendations based on the results.
- As needed, and with approval of the Marketing Director, create social media graphics and/or video content.
- Utilize Spektrix (PCPA's ticketing program) and Dot Digital for marketing and development activities.
- Create Enews and other electronic communications for patrons and the public.
- Provide graphic design for PCPA for select posters, postcards, banners and other print materials.
- Provide graphic support for all advertising sales for the show programs including programs, season brochures and any other pieces directed by the Director of Marketing.
- Manage the specification and bid process for all marketing promotional materials with design and print vendors.
- Manage marketing projects' status and timelines. This includes working with printers, graphic artists and advertisers to ensure schedules are met.
- Monitor social media traffic and trends through PCPA's web-based Analytics accounts and report out findings, as necessary.
- Work with PCPA's Communications Director in relation to keeping PCPA's App up to date and interactive.
- Attends EDI, sexual harassment, anti-bias, anti-racist, and other Human Resource trainings and workshops.
- Promotes a commitment to anti-racism, Equity, Diversity, and Inclusion in all areas of PCPA.
- Engages in inclusive pedagogy and the advancement of equity, aesthetic diversity and cultural wealth.
- Works in a manner consistent with understanding and demonstrating inclusive behaviors; maintains a safe and welcoming working environment, free from any aggressions; and interrupts behaviors that hinder PCPA's equity, diversity and inclusion efforts
- Other duties as they arise. PCPA, and the evolving field of social media, graphics and digital communication, provides and requires a dynamic working environment, in which duties and responsibilities may change. Flexibility and responsiveness to changes in the scope of duties, through consultation and agreement, are expected in this position.

Qualifications:

- Proven working experience in social media-related position.
 - Advanced skills in Facebook Business Suite, Facebook Content Creator, Iconosquare and YouTube Analytics.
 - Advanced skills in graphic design programs such as Adobe Photoshop and Adobe Illustrator.
 - Advanced skills in Adobe Premiere Pro
 - Demonstrable social networking experience and social analytics tools knowledge (such as Google Analytics and Tag Manager).
 - Knowledge of online marketing and of major marketing channels.
 - Exceptional oral and written communication skills.
 - Ability to work effectively in a real-time medium.
 - Strong command of speaking, writing, grammar, spelling, proofreading skills, etc. Ability to adhere to in-house style guides, and pay close attention to detail.
 - Extraordinary organizational skills, capacity to follow through on projects, and complete work on deadlines.
 - Capability to handle a variety of day-to-day tasks concurrently.
 - Ability to interact positively and effectively with diverse groups of people - employees at all levels within the organization, as well as with the media, artists, vendors and the public.
 - Demonstrated experience evidencing commitment to anti-racism, equity, diversity, and inclusion.
 - Demonstrates a special sensitivity and ability to work effectively with diverse company and community members - with respect to race, color, religion, sex, gender identity, sexual orientation, national origin, age, disability (physical or mental), or socioeconomic standing.
 - Ability to maintain confidentiality.
 - Ability to work evening and weekends as needed.
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- Bachelor's Degree preferred with a major in communications, journalism or marketing.
 - 2-3 years' experience in the field.
 - Background or knowledge of theatre arts preferred.

Other Requirements:

- Possess a valid California license to drive.

Work Conditions:

- Ability to work long hours and work with a flexible schedule.
- Must be willing to travel and work at various sites.

Physical Demands:

- This person needs to move about an office and building to access files, other offices, and parts of a theatrical building.