



- I. TITLE:** Web Content Manager
- REPORTS TO:** Executive Director
- DEPARTMENT:** Creative Services Team
- PART-TIME POSITION:** 25 Hours per Week | Non-Exempt
- COMPENSATION:** Based on experience

II. POSITION SUMMARY:

The Web Content Manager is responsible for managing all aspects of Ballet Austin’s website including content, design, updates, technology, and systems. This position helps develop Ballet Austin’s brand and establish its online presence. The Web Manager works closely with team members from all departments to leverage Ballet Austin’s website to raise brand awareness and achieve business goals.

III. KEY RESPONSIBILITIES:

System Administration:

- Maintains all web content and ensures that all content is current and within Ballet Austin’s brand standards
- This position is responsible for planning, implementing, managing, monitoring, and upgrading Ballet Austin’s website
- The Website Content Manager is the first point of contact, responding to and troubleshooting all website issues
- Optimize content according to SEO
- Use content management systems to analyze website traffic and users' engagement metrics
- Develop an editorial calendar and ensure content team is on board
- Ensures full compliance on the website with all laws and regulations

IV. OTHER ACCOUNTABILITIES:

- Other duties as assigned

V. PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Ability to lift and transport light equipment
- Some evening and weekend work is required throughout the season

VI. EDUCATION AND EXPERIENCE:

- 2 years of work experience as a website content manager
- Hands on experience with MS Office and WordPress



- Basic technical knowledge of HTML and web publishing
- BS degree in Arts, Journalism, Marketing or relevant field
- Working knowledge of Macromedia suite, Adobe suite, Content Management Systems, and W3C Web standards.
- Great understanding of Search Engine Optimization (SEO) and Paid Per Click (PPC)
- Ability to troubleshoot website issues in a fast-paced environment
- Strong attention to detail with an analytical mind and outstanding problem-solving skills
- Excellent content creation and writing skills
- Fantastic time management skills with the ability to multi-task

VII. COMPETENCIES -- KNOWLEDGE, SKILLS AND ABILITIES:

- Collaborative
- Effective communicator
- Customer-focused
- Values differences
- Resourceful
- Situationally Adaptive
- Instills Trust

VIII. ORGANIZATIONAL RELATIONSHIPS:

- Reports to: Executive Director
- Supports all departments and revenue centers
- Peer collaboration/communicates with: Ballet Austin staff & external customers

TO APPLY

Please email cover letter, resume, to HR@balletaustin.org

BACKGROUND SEARCH REQUIRED

Ballet Austin is committed to enhancing the diversity of our student body, faculty, and staff. Hiring and other employment-related decisions are made on the basis of an individual's qualifications, past experience, overall performance and other employment-related criteria. In conjunction with Ballet Austin's commitment to increasing the racial diversity within our organization, we are particularly interested in receiving inquiries from applicants of color. It is the policy of Ballet Austin to provide equal opportunities for employment and advancement for all individuals, regardless of age, gender, race, religion, color, disability, veteran status, sexual orientation, national origin, or any other legally protected category.