



I. TITLE: Social Media & Communications Manager

TEAM: Sales Strategy

GRADE: Full Time, Salaried.

FLSA: Exempt

COMPENSATION: \$50,000 (commensurate with experience)

II. POSITION SUMMARY:

Responsible for implementing Ballet Austin's social media strategy and developing/implementing sales communications

III. ESSENTIAL FUNCTIONS:

- 5+ years of social media, marketing/PR experience and relationship management, with excellent project management and organizational skills, as well as strong attention to detail
- Creation and management of sales email strategies, with specific focus on WordFly email creation and analytics.
- Alignment between social media and email campaigns (WordFly)
- Project management of writing/recording of radio and TV scripts
- Strong copywriting/copy-editing experience for a range of audiences. Ability to write traditional public relations documents, like press releases and media alerts with limited direction, and ability to initiate solid frameworks for more consumer-focused writing projects like email campaigns and social media posts.
- Experience with developing and implementing social media strategies, including social media content calendars, scheduling and publishing content, across various platforms to increase brand awareness, sales and drive engagement
- Ability to act as an in-house expert on social media trends, staying informed about platform updates and contributing to the overall digital marketing strategy
- Ability to recommend and initiate projects with minimal direction
- Experience working as part of cross-departmental team, and ability to collaborate effectively with cross-functional teams
- Comfort and experience working closely with an executive management team
- Previous experience working with a PR firm is a plus

IV. OTHER ACCOUNTABILITIES:

- Other duties as assigned

V. PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Available to work periodically on weekends and evenings as related to specific events and productions.
- Lifting of light equipment associated with specific events and performances

VI. Requirements

- Two references
- Writing sample

VII. COMPETENCIES -- KNOWLEDGE, SKILLS AND ABILITIES:

Collaboration
Effective Communicator
Customer Focused
Values Differences
Resourcefulness
Situational Adaptability
Instills Trust

VIII. ORGANIZATIONAL RELATIONSHIPS:

- Reports to: Director of Business Analytics & Ticketing
 - Supports: Ballet Austin's revenue centers
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TO APPLY

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

BACKGROUND SEARCH REQUIRED

Ballet Austin provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, Ballet Austin complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, and transfer, leaves of absence, compensation and training.