

SOCIAL MEDIA SPECIALIST

Status: Independent Contractor

Reports to: Director of Marketing & Audience Development

Fee: \$1,500 per month, approximately 15 – 20 hours per week.

THE POSITION

The Social Media Specialist (SMS) will be responsible for creating content on Playhouse social media channels to cultivate and nurture the Playhouse's digital communities. Primary goals will be to strengthen brand awareness, increase the size of social media audiences, develop and execute a digital content calendar, track and increase engagement, curate and post stories/posts on all Playhouse social media channels (currently Facebook, Twitter, Instagram), and to identify and make use of social media channels not currently in use (TikTok and others). As an independent contractor, the SMS will have broad discretion around and control over their day-to-day activities. The Playhouse's expectation is that the SMS will post engaging Playhouse content on a daily or near-daily basis, and that content will dovetail with and compliment other Playhouse sales, marketing, and institutional messaging. SMS must be able to represent the Playhouse at events held in Connecticut and New York.

ESSENTIAL FUNCTIONS

- Work with Director of Marketing (DOM) and Deputy Director of Marketing (DDOM) to create an overall digital marketing strategy for the organization and update strategies according to the organization's needs.
- The Playhouse has engaged a digital advertising agency, Capacity Interactive, to develop the digital media plan which includes paid Facebook/Instagram campaign dedicated to the mainstage productions with the goal of ticket sales. The SMS will not be directly responsible for this campaign but will be asked to work in tandem and may provide content as determined by the DOM and DDOM.
- Work with DOM to develop additional social media budgets to support programs not handled by the digital agency, such as education programs, special events, and fund-raising.
- Generate engaging content on an ongoing basis for all Playhouse programs and on a variety of platforms, with collaboration from other departments as necessary.
- Co-create content with staff, visiting artists, community partners, etc.

- Capture and edit rehearsal, event, and in action photos and videos to aid in creating engaging content.
- Review, respond, re-share posts as appropriate in the voice of the Playhouse.
- Manage emergency and time-sensitive social media messaging for all productions.
- Be on the forefront of emerging digital and social media trends.
- Work with DOM to define digital success and KPI's. Identify and establish audience goals, engagement goals, track, report and optimize performance.

KNOWLEDGE, SKILLS, AND ABILITIES

- Passion for storytelling and ability to craft stories with care through the lens of all communities, identities, and cultures
- Knowledge of how to effectively create and execute on content storytelling through photos, videos, and copy
- Fluency in Instagram, TikTok, Twitter, and Facebook and willingness to learn new platforms as they arise
- Familiarity with social media trends, language, and can adapt brand voice easily
- Proven ability to both work independently and to work well with others
- Excellent written and verbal communications skills
- Strong interpersonal and organizational skills
- Tackles challenges with creativity, enthusiasm, and a sense of humor
- Exceptional attention to detail and commitment to follow-through
- Available to represent the Playhouse at evening and weekend events as well as weekday rehearsals and performances in both Connecticut and New York.
- The ideal candidate will have a familiarity with theatrical productions – understanding the steps to putting on a show, and who to talk to it – but it is not required.

SPECIAL COVID FACTORS

- All Westport Country Playhouse employees are required to have received both doses of the COVID-19 Vaccine (or one dose of Johnson & Johnson) plus the booster.
- To attend rehearsals, to be backstage, or to be in contact with members of the creative team, the Playhouse may require daily or weekly testing for COVID. Should testing be required, home test kits will be provided.

ABOUT WESTPORT COUNTRY PLAYHOUSE

Westport Country Playhouse sits on Paugussett land.

The Playhouse is a non-profit organization that produces theater from playwrights, actors, directors, and designers of all backgrounds, while entertaining audiences and exploring human and societal issues along the way.

We at Westport Country Playhouse are creating an antiracist environment with our staff, artists, community leaders, and board members. We are having ongoing discussions around equity, diversity, and inclusion (EDI) as well as relevant trainings in antiracist practice, bystander intervention, and social justice. All Playhouse staff must be committed to learning about EDI work and engaging with the Playhouse in this mission.

YOU SHOULD APPLY

The Playhouse is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

For more information about the Playhouse and other job opportunities, visit westportplayhouse.org.

HOW TO APPLY

- Send resume and links to social media channels/samples of work to resume@westportplayhouse.org with subject line: **Social Media Specialist Search**.
- Or mail to:
Social Media Specialist Search
Westport Country Playhouse
25 Powers Court
Westport, CT 06880
- No phone calls or drop-in visits, please.
- **Application deadline:** May 20, 2022. All applications will be held and reviewed following the deadline. Any applications received that do not include links to or samples of work will not be considered.