

**Organizational Position Description**

**Position Title: Digital Content Manager**

**GENERAL INFORMATION**

**Department: Marketing, Communications, and Creative Media**

**Title of Immediate Supervisor: Director of Marketing, Communications, and Creative Media**

**Hours: Full-time, Exempt**

**Pay Scale: \$60,000-\$62,000**

**Application Information:** Applications are accepted on a rolling basis with a best consideration date of July 12, 2024. Interested applicants should send cover letter and resume to [HR@WashingtonPerformingArts.org](mailto:HR@WashingtonPerformingArts.org). Submissions without a cover letter will not be considered.

**POSITION INFORMATION**

**Position Summary/Purpose:**

The Digital Content Manager is a key contributor to the planning and implementation of digital marketing and social media development. In collaboration with the Marketing, Communication, and Creative Media department, this position creates and curates shareable content; determines which platform is best suited for content; builds and manages social media profiles and presence; manages content calendars and email design for all public-facing email communications; directs paid search and social campaigns, and analyzes the performance of those campaigns; maintaining brand consistency. The Digital Content Manager supervises the organization's digital asset management solution (DAM) Resource Space, and ensures assets are regularly archived and appropriately tagged.

The Digital Content Manager handles multiple priorities, and collaborates with staff and outside consultants. The ideal candidate is a communicative self-starter, detail oriented, and highly organized. They will have a curious mindset, and a penchant for honing and improving ideas with deep dives into data.

The Digital Content Manager reports to the Director of Marketing, Communications and Creative Media.

**Position Summary/Purpose:**

Under the supervision of Washington Performing Arts Director of Marketing, Communications, and Creative Media, the Digital Content Manager contributes to the department's efforts to:

- Enhance the public's awareness and understanding of the Washington Performing Arts mission, values, and institutional identity
- Increase a diverse public's participation in the wide range of Washington Performing Arts's artistic, education, and community programs
- Design social media/marketing/sales campaigns that are attention getting and impactful, strategic and forward thinking, cost effective and grounded in data analysis, and demonstrate a spirit of innovation and improvement, accessibility and inclusivity.
- Contribute to the organization's achievement of its annual earned revenue goal

**Essential Duty #1: Social Media Strategy and Analytics**

**Percentage: 50%**

- With Director of Marketing, Communications and Creative Media, develop Washington Performing Arts’s social media strategy. Oversee daily content creation and paid social promotions. Develop content visual (photo/video) and written content in support of artistic, education, and community programming, fundraising, and of the Washington Performing Arts identity and brand as a whole.
- Apply evolving marketing and communications principles, theories, and concepts consistently, and strive for progress.
- Collaborate cross-departmentally in content planning meetings.
- Explore opportunities for accessibility accommodations, platform growth, and adoption of new social channels where appropriate.
- Work with marketing team and design consultants to create visual elements including sharable graphics, videos, infographics, etc. Ensure quality control for video closed captioning and alt text.
- Develop social media toolkits for use by staff, advocates, and influencers in support of Washington Performing Arts programs, performances, and initiatives.
- Manage or assist in developing storytelling content, posting of videos to the Washington Performing Arts platforms, livestreams (building events, monitoring and troubleshooting live streams, moderating chat), and other digital content.
- In collaboration with Director of Marketing, Communications and Creative Media, and Marketing and Communications Manager, plan and implement social media and digital advertising campaigns.
- Oversee invoicing and budgetary tracking for Meta advertising.
- Develop and analyze clear metrics to evaluate the impact of paid and earned digital and social media. Regularly monitor and share platform data analytics to support strategic decisions throughout social campaign lifecycles.
- Additional website and social media duties as assigned

**Essential Duty #2: E-marketing and Digital Communications**

**Percentage: 35%**

- With Director of Marketing, Communications and Creative Media and Marketing and Communications Manager, develop and manage content calendars and production schedules for all public-facing email communications.
- Manage the building, internal routing, and scheduling of reoccurring and one-time Washington Performing Arts e-blasts, and other projects in WordFly.
- Author promotional copy, e-news articles, and other texts in support of Washington Performing Arts programs, fundraising, and institutional identity.
- Develop video content in collaboration with other Marketing and/or programming staff. Range of duties includes ideation, storyboarding, filming, and post-production. Ensure quality control for video closed captioning and alt text.
- Additional content-development duties as assigned

**Essential Duty #3: Organizational Identity and Brand Guidelines; Digital Resource Management**

**Percentage: 10%**

- Maintain organization’s branding and visual style guidelines ensuring Washington Performing Arts design work maintains consistent look and feel, color palette, fonts, logo usage and image specifications, etc.
- Document policies, train staff, develop a practical manual for ongoing process management, and provide regular updates about Washington Performing Arts digital

asset management system, Resource Space. Advise Director in all aspects of collection development and management. Oversee related copyright compliance. Monitor archival space limits and report status to management.

- Monitor developments in digital products which may be appropriate substitutes for, or adjuncts to, print resources
- Represent the organization and Marketing, Communications and Creative Media department at performances and other events, as assigned.

#### **Essential Duty #4: General Communications & Marketing Support**

**Percentage: 5%**

- Assist the Director of Marketing, Communications and Creative Media and other staff in the department in planning and execution of seasonal marketing materials and other initiatives.
- Participate actively in departmental and cross-departmental discussions and project teams, contributing creative ideas and approaches to new and ongoing projects and programs.
- Collaborate with department staff to monitor and enhance all departmental initiatives and operations for adherence to principles and best practices of diversity, equity, inclusion, and access.
- Represent the department and the organization at performances and other events, as assigned.

**Supervisory Responsibility: N/A**

**Number of Direct Reports: N/A**

#### **Minimum Qualifications:**

- High school diploma
- 2-5 years of marketing or communications experience
- Proven track record of clear communications and multi-pronged logistical administration
- Experience in social media communications and marketing required. Facility with major social media platforms (Facebook, Instagram, Threads, X, TikTok).
- Works well in a team environment
- Ability to focus, multi-task, manage workload efficiently
- Organized, detail oriented and analytical

#### **Essential Capabilities & Preferences**

- Dependable with a strong collaborative, relationship/consensus-building aptitude
- Innovative mindset and a willingness to learn
- Persuasive written and oral communication and presentation skills
- Demonstrated proficiency with Microsoft Office tools. Experience with basic Adobe Photoshop and/or Illustrator strongly preferred. Command of Chicago Style helpful.
- Appreciation for and understanding of a variety of musical genres including classical, jazz, global music, and gospel music
- Interest in the performing arts (as practitioner, staffer, scholar, and/or enthusiast)

#### **Specific Conditions of Work**

- Ability to work a Monday-Friday schedule, minimum three days in office. Flexibility to work occasional in-person performances, education and community events on weekends, and evenings.
- Adherence to all local and venue-specific COVID-19 measures

**Benefits:**

This position is eligible for Full-time employee benefits. Washington Performing Arts offers a generous benefits package which includes Health, Dental, Life & Long-Term Disability Insurance, 403(b) Retirement Savings plan, and paid Holiday, Vacation, Sick, and Personal time off.

**About Washington Performing Arts**

One of the most established and honored performing arts institutions in America, Washington Performing Arts has engaged for more than half a century with artists, audiences, students, and civic life. The city is truly our stage: in venues ranging from concert halls and clubs to public parks, we present a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, jazz, international genres, and dance.

Washington Performing Arts deeply values its partnerships with local organizations and other arts institutions. Through events in myriad performance venues and neighborhoods, Washington Performing Arts engages international visiting artists in community programs and introduces local artists to wider audiences. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through residencies and education programs.

Our achievements have been recognized with a National Medal of Arts and with three Mayor’s Arts Awards from the D.C. Government. We have now embarked upon our second half-century, ever-inspired by the motto of our founder, Patrick Hayes: “Everybody in, nobody out.”

**Organizational Diversity & Inclusion:**

In keeping with our mission and guiding principles, we seek, represent, and welcome a multiplicity of voices in everything we do from programmatic content to composition of our board and staff. Accordingly, we seek to build a team that reflects — and meets the needs of — the community we are part of, and serve. While we have made important progress, we continue to pursue that goal through intentional, focused learning and action. Hiring a diverse workforce is but one component — we strive to make Washington Performing Arts ever more inclusive, and true to our founder’s ethos of “everybody in, nobody out.” To gain the maximum benefit from our increasingly diverse team, we wish to make every employee feel welcome and motivated to do their best work. We know that we work better together in service of Washington Performing Arts’s mission, because of our differences, not despite them.

**Equal Employment Opportunity Statement:**

Washington Performing Arts subscribes to a policy of Equal Employment Opportunity, and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, protected veteran status, religion, ancestry or national origin, marital status, genetic information, political affiliation, and gender identity or expression. In addition, the District of Columbia adds protection for marital status, personal appearance,

sexual orientation, family responsibilities, matriculation, or political affiliation. Minorities, Women, Protected Veterans and Individuals with Disabilities are encouraged to apply. Washington Performing Arts' employment decisions are made based on the business needs of the organization and qualifications of the applicants and employees.