



Social Media & Website Associate

Position: **Social Media & Website Associate**
Position Status: Full-time Exempt
Reports to: Interim Executive Director
Salary: \$45,000 - \$50,000 with benefits (see below)
Updated: August 1, 2022

Adventure Theatre MTC (ATMTC) is committed to building self-sufficiency within our community through acknowledging and removing barriers both seen and unseen to those who would like to participate in the art of theater.

ATMTC believes fundamentally in inspiring wonder in our audiences, classrooms, work culture and community by combining inspiration and action, paired with a desire to lean into the whimsical. At Adventure, we hope to do as much playing in our work as we do on our stages and in our classrooms, and to never cease pushing the limits of possibility.

ATMTC is the pre-eminent Theater Academy for youth in the DC region with an integrated and nationally renowned professional theater for family audiences. Our mission is to educate and inspire new generations of theater artists and audiences with exceptional theatrical experiences.

The **Social Media & Website Associate's duties and responsibilities**

The Social Media & Website Associate is primarily responsible for the ongoing maintenance of ATMTC's website and digital marketing efforts and plays a supporting role in content creation and content dissemination via social media platforms. The main objectives will be to ensure timely delivery of content online, to increase revenue and patron engagement, to develop and execute social media strategies, research upcoming trends and apply them proactively, and to continue to build and advance the organization's brand through online properties.

The **Social Media & Website Associate** is tasked with several key duties, such as:

- Using social media marketing tools to increase and maintain the organizations brand.
- Work with the production and education departments to promote and advertise our professional shows and classes.
- Work with development department to increase brand awareness to target donors
- Interact with thespians, parents, art lovers and possible students via ATMTC's social media accounts
- Analyzing ATMTC's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities
- Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs.
- Creates campaign and initiatives targeted at increased audience, engagement, traffic, and sales
- Designs, conducts, and delivers standard and custom social media reports including campaign results and social listening
- Monitors social media competitive landscape, producing quarterly insight reports, and ad hoc requests



- Maintains the organization's website and keeps it current
- Supports all aspects of social media interaction between customers and the organization and ensure a positive customer service experience

The Social Media & Website Associate reports to the Interim Executive Director.

Qualifications

- 2+ years of relevant social media/digital brand marketing experience
- Comfort to serve as social media expert in training and educating others within the organization
- Corporate/business experience with Instagram, Facebook, Pinterest, YouTube, Snapchat
- Strong creative skills to create posts and short videos
- Strong writing skills with solid grammar, editing, and proofreading capabilities
- Capacity to work individually on a project or in a team environment
- Strong communication skills, ensuring project progression is proactively communicated to stakeholders
- Demonstrated positive attitude and self-directed with a strong work ethic
- Ability to work on a variety of projects simultaneously
- Proficiency in WordPress, Social media platforms, SEO, Microsoft Office Suite required; experience in InDesign, Illustrator, Adobe Photoshop, and video-editing software a definite plus.
- Passion for the arts is preferred.

This is a full-time salaried position with full benefits.

Highlights of benefits include:

- 100% Individual Health Care Premium
- 100% Individual Dental & Vision
- 403 b Match
- Unlimited Leave

To Apply:

Please submit by any means that you would like (letter, video, video letter, resume, portfolio, etc.) that best represents you and your work. Include and highlight any skills or experiences you think would be most crucial to this position. Feel free to mail, email, or drop off your submission.

In the spirit of aligning with our EDI goals and to ensure that we are considering all candidates fairly, Adventure Theatre commits to review all applications in consultation with a diverse team of staff and board members.

Email: HR@adventuretheatre-mtc.org

Subject: Social Media and Website Associate

Mail or Drop Off: 837-D Rockville Pike, Rockville, MD 20852

No phone calls please. ATMTC is an EOE.