

Friday, August 8, 2025

Manager, Social Media

Company: New York City Ballet

Location: New York, NY, NY

Compensation: Range \$70,000 - \$75,000

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With a roster of spectacular dancers and an unparalleled repertory, New York City Ballet is one of the foremost dance companies in the world. Founded in 1948 by George Balanchine and Lincoln Kirstein, the Company quickly became world-renowned for its athletic and contemporary style. Widely acknowledged for its enduring contributions to dance, New York City Ballet is committed to promoting creative excellence and nurturing a new generation of dancers and choreographers. The School of American Ballet is the official training academy of the New York City Ballet.

To apply please visit: [BambooHR](#)

New York City Ballet is seeking a social media specialist with strong writing/editing skills for the position of Manager, Social Media to join a fast-paced Marketing & Media department. Reporting to the Director, Acquisition Marketing, this position will play a role in supporting the marketing goals of NYCB, shaping the organic social strategy across all of NYCB's channels. The Manager will further the institutional brand and promote the Company's annual Lincoln Center season, as well as touring activities nationally and internationally. The position supervises the Senior Associate, Social Media, and collaborates closely with all department members to contribute to cultivating and engaging audiences, and meet revenue goals.

Duties and Responsibilities

- Work with the Director, Acquisition Marketing in the development and execution of an annual organic social strategy that balances paid social efforts
- Collaborate with the Senior Associate, Social Media in the construction of an annual content calendar, and the creation and timely roll-out of assets
- In tandem with the Senior Associate, Social Media natively capture photo and video social content, and rehearsal and performance footage.
- Continue established social series while developing new ones to keep feeds current, increase the engagement of existing patrons/followers, and attract new patrons/followers
- Partner with the dancers, musicians and other creative areas of the institution in the development of content
- Monitor followers, and interact when appropriate or advised
- Follow the lead of the creative services team on all visual and design needs
- Maintain a relationship with the digital agency of record to keep abreast of changing digital behaviors and industry best practices
- Monitor trends and track KPIs
- Build and maintain subject matter knowledge in all facets of the organization, including company history, artists, and programming/reperitory
- Work with other Marketing & Media teams and internal clients to develop storytelling across all platforms via a quarterly cross-departmental content meeting
- Ensure that all materials meet the highest standards of excellence and comply with NYCB's style, branding, and messaging goals and policies.
- Serve as department proofreader
- Maintain an organized archive of work/assets for future reference
- Assist with other department activities as needed

Minimum Requirements

- Bachelor's degree and a minimum of 5 years direct experience managing social media platforms
- Strong writing, copyediting, and proofreading skills with ability to compose in own voice, as well as that of brand
- A keen eye for design
- Command of social analytics
- Experience covering live events a plus
- Proven track record of successfully managing staff
- Proficient in MS Office, some experience with photo and video editing, InShot and Adobe Photoshop a plus
- Organized, detail oriented, and deadline driven
- Reliable self-starter with the ability to work both independently and cooperatively as part of a team
- Strong customer service skills in working with internal clients/stakeholders
- A demonstrated interest in the arts/culture a must, ballet a plus, NYCB a major plus
- Ability and willingness to work occasional evenings and weekends

Work Environment

While performing the duties of this position the employee is frequently exposed to:

- office, studio, and theater setting environments

Position Type / Expected Hours of Work

This is a full-time, salaried position. The hours of work are typically between 10 AM and 6 PM weekdays; with occasional evenings and weekends.

Other Duties

Please note that this job description is not designed to cover or contain a comprehensive list of activities, duties, or responsibilities that are required of the employee to do this job. Duties, responsibilities, and activities may change at any time with or without notice.

EEO Statement

New York City Ballet is proud to be an equal opportunity employer committed to equity and inclusion in all aspects of recruiting and employment. All qualified individuals are encouraged to apply and will receive consideration without regard to race, color, religion, age, national origin, sex, sexual orientation, gender identity or expression, marital status, citizenship status, disability, pregnancy, creed, genetic predisposition or carrier status, military status or veteran status, status as a victim of domestic violence, unemployment status, familial status, sexual violence or stalking victim status, caregiver status, arrest or conviction record to extent required by applicable law, credit history or any other characteristic protected by law.

Our Commitment to Diversity, Equity and Inclusion

New York City Ballet, one of the foremost ballet companies in the world, pursues the highest levels of artistic excellence and innovation. Therefore, we seek to attract, retain, and cultivate the most talented dancers, musicians, designers, stage technicians, and arts administrators. To this end, we are deeply committed to creating and sustaining an organizational culture that values and reflects inclusion, equity, and access for all. We are inspired by our founders, George Balanchine and Lincoln Kirstein, who envisioned an authentically American expression of ballet with a company that reflects the rich cultural diversity of this nation. In pursuit of their vision, we are committed to all by educating, developing, and supporting an organization that welcomes and amplifies the voices and lived experiences of everyone.

New York City Ballet
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[< back](#)

[previous listing](#) • [next listing](#)