

Tuesday, March 20, 2018

Social Media & Digital Content Coordinator

Company: Jacob's Pillow Dance Festival
Location: Becket, MA
Compensation: Competitive

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Christopher Duggan

Title: Social Media & Digital Content Coordinator

Status: Full Time

Reports to: Director of Marketing and Communications, with supervision from the Digital Content & Marketing Manager

Works with: Digital Content & Marketing Manager, Creative Director, and PR Coordinator;
collaborates with all departments

Supervises: 2 Marketing/Digital Media Interns (in conjunction with Digital Content Manager)

Jacob's Pillow is "the dance center of the nation" (The New York Times), a National Historic Landmark, recipient of the National Medal of Arts, and home to America's longest-running dance festival, located in the beautiful Berkshires of Western Massachusetts. "The Pillow" encompasses a world-renowned international Festival; The School at Jacob's Pillow, a professional training center; rare and extensive dance Archives which are open to the public; a residency program to support new choreography; co-presentations with other regional arts organizations; year-round Community Programs serving local school children, artists, and community members; and Virtual Pillow, which includes curated online dance performances, videos, and talks with artists.

Position Summary:

The Social Media & Digital Content Coordinator is a member of the Jacob's Pillow Marketing department and reports directly to the Director of Marketing. This position is charged with enhancing and growing the Pillow's vibrant social media presence, as well as supporting the Digital Content & Marketing Manager with website and email content creation. Responsibilities include management of all social media accounts and paid campaigns, content creation, promotion of events, regular reporting on digital marketing performance, and spearheading new and innovative digital projects and collaborations.

Responsibilities

Manage and grow the Pillow's cross-platform social media strategy and efforts including Facebook, Instagram, Twitter, YouTube, and LinkedIn
Work with the Digital Content Manager to plan and execute digital media strategies, disseminating content across web, email, and social media that reflects the Jacob's Pillow brand
Work with all departments to collect content and create strategy, advising on best practices

Create Facebook events

Manage The School at Jacob's Pillow Facebook page, working closely with The School department to share important and engaging content for students and alumni
Work with Director of Preservation to establish new and unique forms of engagement, utilizing historical assets and media; increase awareness of the Pillow's archival video and content platform, Jacob's Pillow Dance Interactive, and online Archives

Share live posts from Pillow events; livestream pop-up performances when appropriate
Research and manage cross-promotional opportunities with local and national organizations; creating collaborative, engaging content
Follow dance publications and industry news; sharing interesting and engaging content
Protect brand voice and integrity in all published content
Create and distribute quarterly social media performance reports using Hootsuite, Facebook Insights, Google Analytics, and other measurement tools; direct interns in creating monthly reports during the Festival
Work with the Pillow's digital marketing firm, Capacity Interactive, to create strategy and implement social media initiatives, including management of Facebook and Instagram paid campaigns
Support the Digital Content Manager with email and website projects, including:

Creation and dissemination of regular email campaigns such as e-newsletters, event invitations, and audition reminders
Webpage creation and editing, online calendar updates, and regular website maintenance
Assistance in development and implementation of SEO strategy

Festival specific responsibilities:

Act as point person on social media-based events including National Dance Day and the Chance to Dance Contest
Interview patrons, students, staff, artists, and others as needed for quotes
Work with Director of Marketing and the Photo and Video teams to: disseminate pre-season promotional content; determine a Festival content action plan; create engaging and brand-driven content; and disseminate content in a timely manner
In conjunction with Digital Content Manager, supervise 2 Marketing/Digital Media Interns during Festival months
Coordinate marketing table and social media needs for off-site events and pop-up performances, including staffing, travel, and materials; assign duties to Marketing Fellow and/or Interns as needed

Required Qualifications

Associates Degree or higher, or equivalent academic experience
Previous professional digital marketing, social media, and/or arts organization experience

Preferred Qualifications

Previous professional management of Facebook, Instagram, YouTube, and/or Twitter accounts
Experience with social media measurement tools such as Hootsuite, Facebook Insights, and/or Google Analytics
Experience working with Photoshop or other Creative Suite programs, a plus
Video production knowledge, a plus

Skills & Qualities

Strong writing skills
Strong attention to detail and proactive monitoring of processes with excellent communication skills; must possess strong organizational skills
Ability to multi-task, work under deadlines, and work flexible hours

To Apply: Please email cover letter, resume, and references to awood@jacobspillow.org, with "Social Media & Digital Content Coordinator" in the subject line.

All inquiries and materials will be confidential. Please do not mail hard copies. No phone inquiries, please.

Jacob's Pillow is a registered 501(c)(3) not for profit organization and an equal opportunity employer.

Jacob's Pillow provides equal opportunity for all employees and applicants for employment without regard to race, color, creed, religion, gender, sexual orientation, national origin, age, marital status, mental or physical disability, pregnancy, military or veteran status, or any other basis prohibited by state or federal law. This policy also prohibits employees from harassing any other employees for any reason including, but not limited to, race, religion, sex, national origin, age, or disabled status.

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