



Manager, Social Media Strategy and Content Creation

The Music Center convenes artists, communities, and ideas with the goal of deepening the cultural lives of every resident in Los Angeles County. The non-profit performing arts organization has two divisions: TMC Arts and TMC Ops. TMC Arts, The Music Center's programming engine, provides year-round programming inside The Music Center's four theatres, on The Music Center Plaza, outside at Grand Park—a 12-acre adjacent green space—and in schools and other locations all over Los Angeles County. TMC Arts presents world-class dance with *Glorya Kaufman Presents Dance at The Music Center*, free and low-cost public concerts and events, as well as K–12 arts education programs. TMC Ops manages the theatres, the Plaza and Grand Park on behalf of the County of Los Angeles. The Music Center is also home to four renowned resident companies—Center Theatre Group, Los Angeles Master Chorale, LA Opera and LA Phil. Each of these companies is responsible for their own programming and marketing.

The Music Center is hiring a **Manager, Social Media Strategy and Content Creation**, to join its Marketing and Communications Department. Reporting to the Assistant Vice President of Ticketing & Marketing Strategy, the Manager, Social Media Strategy and Content Creation plans and coordinates all social media content for The Music Center's social channels and other platforms in support of marketing goals for both The Music Center's institutional brand and its programs as curated/presented by its arts division, TMC Arts.

The Manager, Social Media Strategy and Content Creation is responsible for sourcing and creative development of messaging, photography, videos and other content to support The Music Center's social media channels and related platforms. This individual builds The Music Center's social and online media presence, engaging consistently in digital channels to ensure continuity and engagement for The Music Center's online voice and presence and generating inbound traffic and encouraging adoption of Music Center messaging. That includes analyzing the results of all social media campaigns to ensure their efficacy including identifying, building and leveraging relationships with Music Center partners, resident companies and other third parties to support ticket sales and build brand awareness for The Music Center.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Implement social media strategy, coordinating with stakeholders across the organization to ensure effectiveness and encouraging adoption of relevant social media techniques into the culture of The Music Center.
- Act as a channel owner for all social media accounts, including knowing each channel's best practices, deciding which content is shared where and when, and adapting content across channels.
- Create, curate, edit, publish and share engaging content daily (e.g., original text, photos, videos and news) across all platforms.
- Design and implement social media strategy for programs/events that promote each individually, as well as tie into The Music Center's broader marketing strategy. This includes building content calendars and scheduling/publishing content.
- Regularly attend Music Center events to gather and post compelling content for social media outlets.

- Stay up-to-date with current technologies and trends in social media, design tools and applications.
- Conduct research on current benchmark trends and audience preferences for measuring the impact of social media programs; and analyze, review and report on the effectiveness of campaigns to maximize results.
- Manage and communicate with The Music Center social media community and followers by replying to comments and messages in a timely manner and monitoring/flagging any issues.
- Create weekly/monthly reports on the health of all channels including recommendations on how to improve/evolve The Music Center's social strategies in an effective manner.

QUALIFICATIONS AND REQUIREMENTS:

- Minimum of 3-5years' experience in the use of digital/social media and new media technologies including the development of content; work with arts organizations, museums, or other comparable cultural institutions highly desirable.
- Experience leveraging knowledge of best practices to create original creative content for social platforms.
- Demonstrable experience using social media management and analytics tools with platforms such as CoSchedule, Hootsuite and Buffer.
- Comfortable writing, editing and crafting SEO-optimized content for social media platforms.
- Ability to function as a one-person video production team for live and edited videos; must have extensive experience with video editing (Final Cut or Adobe Premiere), audio production, cinematography, scriptwriting and conducting interviews.
- Experience with real-time social coverage, including facilitating on-site event photography using DSLR and iPhone cameras.
Experience with creating social media graphics using graphic design software (Photoshop, Illustrator and/or Canva).
- Strong project management and organizational skills.
- Ability to effectively communicate information and ideas in written and verbal format and build and maintain effective relationships.
Team player with the confidence to guide staff members in other departments when necessary.
- Bachelor's degree required, with a focus on communications, media, advertising, business, marketing, graphic design, photography and/or video production or related field preferred.
- Must be able to work flexible schedule to include evenings, weekends and holidays as required.

PLEASE NOTE: Currently, this position is working four days per week remotely and one day per week in the office except in the case of performances and events, which require on-site support. This scenario may change and is also subject to the responsibilities of the position.

VACCINATION POLICY

The Music Center requires its employees to be vaccinated against COVID-19, subject to certain exemptions as required by law. New hires working at The Music Center must be fully vaccinated no later than 60 days after hire and until they are fully vaccinated will be required to submit weekly proof of negative laboratory COVID-19 test and submit to additional masking and social distancing requirements. Please contact The Music Center's Human Resources Department for a copy of the vaccination policy.

SALARY:

Commensurate with experience. This is a full-time exempt position; compensation package includes health and welfare benefits, paid vacation and sick days, 401(k) plan with employer contribution.

HOW TO APPLY:

To be fully considered for the position, please submit a cover letter, resume, and salary expectation along with three writing samples to Jobs@MusicCenter.org or fax (213) 972-0721.

INCOMPLETE SUBMISSIONS WILL NOT BE CONSIDERED

EQUAL OPPORTUNITY EMPLOYER