Social Media and Content Specialist

DEPARTMENT: Marketing

CLASSIFICATION: This is a full-time, non-exempt (hourly) position, eligible for a full array of benefits including health and life insurance, 403(b) retirement plan, paid time off (vacation, sick and 11 holidays), and complimentary tickets to Playhouse performances

PAY: $27.50-$30.75 per hour (DOE)

LOCATION: On-site in La Jolla, California on the beautiful campus of the University of California, San Diego

SCHEDULE: Full-time schedule within office hours (Mon-Fri 9:00am – 5:30pm) with occasional evening or weekend hours as needed, up to 40 hours per week total. Some flexibility for occasional work-from-home.

REPORTS TO: Director of Sales & Marketing

POSTING DATE: June 2023

TO APPLY: Submit a cover letter, resume, and at least two work samples of content pieces you have created (links or low-res attachments are fine) to marketing@ljp.org. Please include in the subject line - “Social Media and Content Specialist”. Please use your cover letter to highlight how your unique background and experience responds to the desired skills and experience as outlined in this document, and how you will support the mission and values of the Playhouse.

ORGANIZATION OVERVIEW

La Jolla Playhouse is a place where artists and audiences come together to create what’s new and next in the American theatre, from Tony Award-winning productions, to imaginative programs for young audiences, to interactive experiences outside our theatre walls. Founded in 1947 by Gregory Peck, Dorothy McGuire and Mel Ferrer, the Playhouse is currently led by Tony Award winner Christopher Ashley, the Rich Family Artistic Director of La Jolla Playhouse, and Managing Director Debby Buchholz. The Playhouse is internationally renowned for the development of new plays and musicals, including mounting 108 world premieres, commissioning 70 new works, and sending 33 productions to Broadway, garnering a total of 38 Tony Awards, as well as the 1993 Tony Award for Outstanding Regional Theatre. These works include the Broadway hits Come From Away, Diana and Memphis, all directed by Ashley; The Who’s Tommy; the Pulitzer Prize-winning I Am My Own Wife; and Jersey Boys.

La Jolla Playhouse is committed to diversity in all areas of our work, on and off stage. We lead with our values and encourage individuals with unique perspectives to apply. La Jolla Playhouse is proud to be an Equal Opportunity Employer (EOE).
STATEMENT OF JOB

Based at La Jolla Playhouse’s administrative offices, and under the guidance of the Director of Sales and Marketing, the Social Media and Content Specialist (the Specialist) oversees the development, distribution, and strategic efforts of creating messaging to inform, inspire and delight audiences.

The Specialist will have a deep understanding of the Playhouse, brand, mission, values and voice, and use it to communicate with new and existing audiences. The Specialist will project manage content creation from conception to completion, including content that supports single ticket and subscription marketing campaigns, events and internal projects. The Specialist will take ownership over the content and social media calendar, develop content strategy, contribute to the development of an influencer strategy, compile data reports, manage social media profiles, deliver timely, engaging video, audio and written content pieces, and support administrative functions of the department.

Great interpersonal skills and a positive attitude are essential. The Specialist works closely with numerous departments, including Patron Services, Production, Artistic, Philanthropy, and Learning & Engagement. The Specialist must be able to work with accuracy and exemplary attention to detail in a busy environment. Someone with a high level of organization skills will prosper in this role. The role requires an ability to respond to requests swiftly and with flexibility, while not losing sight of deadlines and priorities.

The marketing team is lean and collaborative. The Specialist must be hands-on and willing to jump in alongside colleagues to help with a wide variety of tasks. Having excellent initiative is essential, and an ability to proactively solve problems. The person must be able to work well as part of a team, have a willingness take instruction and advice, and to ensure endorsement before implementation where appropriate.

The Specialist will enjoy daily variety in responsibilities, a positive and supportive environment in a world-renowned creative organization, and the opportunity to contribute meaningfully to a range of projects and initiatives.

ESSENTIAL JOB DUTIES

Strategy, planning and brand (20%)

- Develop and deliver the Playhouse’s social media and content strategy to promote plays, musicals, events and brand, focusing on reaching and engaging existing and new audiences to convert to ticket sales.
- Lead department content meetings to activate the wider marketing team in brainstorming and content creation for social media and digital campaigns.
- Create and maintain a long-term and short-term content and social media calendar.
- Work with Communications Manager to maintain a consistent brand voice and identity through the company’s social media profiles, collaborate with the designers and marketing team to ensure all content is on-brand and message, and segmented or re-purposed to fit the channel where necessary.

– more –
• Work closely with the marketing team to ensure content is delivered on time to seamlessly integrate with the wider marketing campaigns for LJP’s paid and owned marketing channels, such as the paid digital campaigns, e-newsletter and social media platforms.
• Respond to comments and messages in a timely manner, sourcing accurate, helpful answers from relevant staff.
• Research industry best practice, keep up to date with trends, innovation and benchmarks as they relate to social media and content.
• Work with other members of the marketing team to seek out content sharing opportunities to build audiences and increase engagement with LJP content.
• Work with the Communications Manager to develop and implement an influencer engagement strategy.

Content creation (40%)

• Generate, produce and manage social media and promotional content, project managing video and audio content creation (including written, video, photo, audio), liaising with in-house staff, visiting creative teams and external videographers/photographers as required.
• Develop relationships across the organization in support of engaging content creation; organize and conduct interviews with the artistic and creative teams.
• Research content ideas to promote shows, in consultation with the marketing team and creative teams.
• Attend shows and events in support of content capture and creation, with occasional out of office hours’ work required.
• Source images/video to accompany and supplement content pieces, ensuring all copyright obligations are met.
• Suggest and implement new ideas to develop brand awareness and generate engagement.
• Work with Philanthropy department to ensure correct acknowledgments are included on content pieces.

Analysis and reporting (20%)

• Monitor the performance of the content, identify trends in audience interaction, leverage monitoring tools for insights (Google Analytics, Facebook Business Manager) and make changes and improvements where necessary to increase reach and conversion.
• Contribute content results to post-campaign reporting.
• Grow LJP’s online community and engagement to agreed KPIs.

General (10%)

• Manage and maintain LJP’s photo, video and audio equipment.
• Be an active participant in agreed cross-company teams. Contribute to maintenance of department calendar and project management software (Airtable), schedule meetings, take and distribute meeting minutes as needed.
• Assist with the coordination of community outreach initiatives.
• Process, code and gain approval for invoices, maintain accurate records.
• Help manage the marketing inbox to ensure that all emails are dealt with accurately and in a timely manner.
• Represent the Playhouse at performances and events in support of marketing initiatives as needed.
• Carry out other similar or administrative duties in support of department activities as required.

– more –
REQUIREMENTS & PROFICIENCIES

• A minimum of two years’ social media and content experience, with a track record of positively growing community channel share and conversion.
• Proven skills to deliver varying forms of content e.g. video, interviews, podcast.
• Passion for the arts industry and social media coupled with knowledge of current and trending leading practice.
• Advanced copy writing, editing and research skills.
• Ability to analyze results, deliver detailed, insightful reporting and put change into action.
• A positive hands-on attitude, ability to multi-task and deliver high quality work under tight timelines, willingness to take direction, flexibility to take feedback and change direction nimbly, and work effectively and collaboratively as part of a team.
• Ability to solve problems, assess situations, gather and process relevant information.
• Excellent communication skills and demonstrated ability to deal with a wide variety of stakeholders.
• Excellent knowledge of Microsoft Office Suite, Adobe Creative Suite and other software required to create video and audio content. An ability to learn new programs if required. Knowledge of Canva, Airtable is desirable.
• Personal qualities of integrity, credibility, and a commitment to the Playhouse’s mission and values.
• A commitment to uphold and support the Playhouse’s Anti-Racism Action Plan.
• Being fully vaccinated against COVID-19 by an FDA approved vaccine is a condition of employment.

Not sure you meet all the qualifications? Research shows that women and other people who are systematically marginalized tend to apply only if they meet 100% of the requirements, whereas men apply for jobs when they fulfill an average of 60% of the requested qualifications. If you think you could excel in this role, we encourage you to apply. We are dedicated to considering a broad array of candidates with diverse experience and backgrounds.