

DALLAS THEATER CENTER

2400 Flora Street Dallas, Texas 75201 (214) 521-7666 Fax DallasTheaterCenter.org

JOB TITLE: Social Media Coordinator
DEPARTMENT: Marketing and Communications
REPORTS TO: Associate Director of Marketing and Communications
PREPARED DATE: December 20, 2018
CLASSIFICATION: FLSA: Salaried, Non-Exempt

ABOUT DALLAS THEATER CENTER:

One of the leading regional theaters in the country and the 2017 Regional Theatre Tony Award® Recipient, Dallas Theater Center (DTC) performs to an audience of more than 100,000 North Texas residents annually. Founded in 1959, DTC is now a resident company of the AT&T Performing Arts Center and presents its Mainstage season at the Dee and Charles Wyly Theatre, and at its original home, the Kalita Humphreys Theater. DTC is one of only two theaters in Texas that is a member of the League of Resident Theatres, the largest and most prestigious non-profit professional theater association in the country. Under the leadership of Enloe/Rose Artistic Director Kevin Moriarty and Managing Director Jeffrey Woodward, DTC produces a seven-play subscription series of classics, musicals and new plays and an annual production of A Christmas Carol; extensive education programs, including the Award-winning Project Discovery, SummerStage and partnerships with Southern Methodist University's Meadows School of the Arts and Booker T. Washington High School for the Performing and Visual Arts; and many community collaboration efforts with local organizations. In 2017, DTC launched Public Works Dallas, a groundbreaking community engagement and participatory theater project designed to deliberately blur the line between professional artists and community members, culminating in an annual production featuring over 200 Dallas citizens performing a Shakespeare play. Throughout its history, DTC has produced many new works, including recent premieres of Miller, Mississippi by Boo Killebrew; Hood: The Robin Hood Musical Adventure by Douglas Carter Beane and Lewis Flinn; Bella: An American Tall Tale by Kirsten Childs; Clarkston by Samuel D. Hunter; The Fortress of Solitude by Michael Friedman and Itamar Moses; Giant by Michael John LaChiusa and Sybille Pearson, and many more. As a member of The League of Resident Theaters (LORT), DTC operates under the LORT agreement with Actors' Equity, the Stage Directors and Choreographers Society and United Scenic Artists.

MISSION STATEMENT: The mission of DTC is to engage, entertain and inspire our diverse community by creating experiences that stimulate new ways of thinking and living. We will do this by consistently producing plays, educational programs, and other initiatives that are of the highest quality and reach the broadest possible constituency.

DIVERSITY AND INCLUSION STATEMENT: Dallas Theater Center strongly believes that an effective workforce includes employees from different and diverse backgrounds and experiences that together form a more creative, innovative, and productive environment. As a leading national theater, DTC recognizes that building an equitable, diverse and inclusive environment is the key ingredient to its relevance and sustainability in the community it serves.

SUMMARY

Dallas Theater Center seeks a year-round energetic, experienced, and dedicated individual to assist its Marketing and Communications department to lead the social media communications program. The ideal candidate will have at least 2 years of experience managing social media for nonprofit or entertainment organizations. Candidate must possess excellent written and verbal communication skills, superior organizational skills and have social media management experience. The ability to manage a variety of projects and activities on a daily basis in a fast-paced, fluid environment is essential.

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ESSENTIAL DUTIES

The Social Media Coordinator will generate all social media content for the organization. Working closely with Artistic, Education, Development, Marketing, and other internal departments, the Social Media Coordinator is responsible for the conceptualization and execution of many marketing initiatives. These responsibilities include but are not limited to:

- Manage all online social media campaigns and efforts including regular Facebook, Twitter, LinkedIn and Instagram posts.
- Oversee all social media advertisements and boosting.
- Maintain and report on social media analytics.
- Update and maintain online community calendars.
- Assist in promotional and publicity photo shoots.
- Assist in press appearances.
- Manage opening night photography for social media.
- Some evening and weekend performance duties.
- Other duties as directed.

SKILLS AND KNOWLEDGE REQUIREMENTS

- Two years of experience in marketing and managing social media campaigns for a non-profit or entertainment organization is preferred.
- Must have professional-level experience with online social media platforms and outlets.
- Knowledge and experience in photography and video a plus.
- Excellent written and verbal communications skills.
- Strong relationship building and management skills.
- Strong organizational and project management skills.
- Strong proofreading and editing skills.
- Ability to self-manage multiple projects and meet complex deadlines.

EDUCATION REQUIREMENTS

- Four-year college degree in Journalism, Marketing or related field is preferred.

Dallas Theater Center is an Equal Opportunity Employer (EOE). Qualified applicants are considered for employment without regard to age, race, color, religion, gender, national origin, sexual orientation, disability, or veteran status. If you need assistance or an accommodation during the application process because of a disability, it is available upon request. The company is pleased to provide such assistance, and no applicant will be penalized as a result of such a request.

Please send résumé with references and a cover letter to: hr@dallastheatercenter.org with **Social Media Coordinator** in the subject line.