



## Digital Content and Web Associate

**Status:** Full Time / Regular / Exempt

**Reports To:** Marketing Manager

**Salary:** DOE + Benefits

American Stage has an immediate opening for a passionate, creative digital communicator to join our dynamic Advancement Department. This position is an essential part of the team ensuring community engagement and growth through our website and various social media platforms. The Digital Content and Web Associate will serve as the company's digital storyteller, responsible for creating and sharing compelling stories to engage audiences and raise awareness of all programming. The candidate will be responsible for creating digital content for email campaigns, videos, website and social media platforms as defined. The candidate will also support the Marketing Manager with email marketing campaigns and website content maintenance.

### **Job responsibilities include, but are not limited to:**

- Creation of new digital content for all American Stage programs, including videos (animated and edited b-roll), digital graphics, and others as defined
- Capture and edit digital collateral for productions and other institutional efforts
- Maintain website
- Assist Marketing Manager with email marketing campaigns and calendar
- Oversee all social media account layouts and assist American Stage's social media platforms needs (Facebook, Twitter, Instagram, YouTube) as defined by team
- Collaborate with team to search out new stories and provide digital content support for ongoing programs
- Suggest new ways to attract prospective customers (e.g., promotions, competitions and campaigns)
- Conduct data research for audience preferences, current trends and project-specific strategies per platform.
- Work with team on marketing needs for external events and partners as needed
- Perform other duties as assigned

### **Position requirements include:**

- Degree in digital marketing or 1-3 years equivalent work experience
- Strong storytelling and conceptual skills and attention to detail, with a track-record for creating engaging digital content
- Ability to adapt and evolve content to remain innovative and consistent with brand, style, and tone.
- Experience with video and audio editing software, plus the Adobe Creative Suite
- Experience with web design and maintenance; experience working in WordPress
- Knowledge of social media platforms and best practices
- Strong design sensibilities; ability to expand on existing design template where necessary for social platforms

- Strong verbal and written communication skills with the ability to collaborate effectively across multiple departments
- Strong copywriting and editing skills
- Ability to track and analyze analytics reports to gain insight on traffic, demographics, and effectiveness; utilize this information to positively affect future outcomes
- Ability to meet deadlines and handle multiple simultaneous projects from development to completion
- A great candidate is enthusiastic and passionate about the arts, digital technology, and the potential intersections of the two.
- Some night and weekend work is required.

**To apply:**

Submit a letter of interest and resume in a single pdf to [employment@americanstage.org](mailto:employment@americanstage.org) by **May 14, 2018**.

For more information about American Stage visit [americanstage.org/employment](http://americanstage.org/employment)