



## 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, email 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, website, social media platforms and video 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:**

- Develop and execute digital content that supports web, email and social platforms based on campaign needs and marketing strategy for all American Stage programs
- Capture and edit digital components for productions and other institutional efforts
- Maintain and update website in alignment with programming timing
- Suggest new ways to increase digital platform engagement
- Create and execute email marketing campaigns and calendar with supervision from Marketing Manager
- Oversee all American Stage's social media platforms needs (Facebook, Twitter, Instagram, YouTube) inclusive of content creation, scheduling and metrics
- Creation of additional content, including videos (animated and edited b-roll), digital graphics, and others as defined
- Coordinate with American Stage volunteers and apprentices to support advancement team functions
- Collaborate with team to search out new stories and provide digital content support for ongoing programs and new initiatives
- Suggest new ways to attract prospective customers and retention of existing customer base (e.g., promotions, contests and campaigns)
- Conduct data research for audience preferences, current trends and project-specific strategies per platform in concert with organizational needs
- Work with team on marketing needs for external events and community 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 the Adobe Creative Suite: primarily Photoshop & InDesign. Knowledge of After Effects & Premiere a plus
- Experience with web design and maintenance; experience working in WordPress

- Experience of social media platforms and best practices
- Experience with email campaign service providers such as Mail Chimp
- Experience with photo, video and audio editing software a plus
- Strong design sensibilities; ability to expand on existing design template where necessary for social platforms. Creation of new templates when applicable
- Strong verbal and written communication skills with the ability to collaborate across multiple departments to effectively present campaigns and strategies
- Strong copywriting and editing skills
- Ability to track and analyze metrics and data reports to gain insight on traffic, demographics, and campaign 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
- Some night and weekend work is required based on event or deadline needs

**To apply:**

Submit a letter of interest, resume and salary range considerations in a single pdf to [employment@americanstage.org](mailto:employment@americanstage.org) by **July 17, 2018**.

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

American Stage is an Equal Opportunity Employer. American Stage does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.

**AMERICAN STAGE | AS/40**

American Stage celebrates **40 Years Strong** this season. Since 1977, American Stage, has contributed to the vitality of Tampa Bay as a regional professional theatre. American Stage’s mission is to reinforce the power of live theatre with high quality productions that excite and challenge a diverse audience. Our year-round programming seeks to realize this through our Mainstage season, Spotlight Series, 21st Century Voices: New Play Festival, American Stage in the Park and Improv. American Stage Education’s offerings include award-winning Teaching Artist Outreach focused on bringing theatrical arts experiences to underserved populations, helping them to excel onstage & beyond.

We believe that through the telling of dynamic stories, live theatre has the power to unite us in our shared experiences and to deepen our connection to one another through the illumination of diverse perspectives. American Stage artists and stakeholders are responsible for helping a small theatre touring company blossom into a thriving world-class professional theatre providing nearly 70,000 Tampa Bay residents and tourists with accessible, relevant art and arts education annually.

**Powerful Stories. Boldly Told. 40 Years Strong.**

**SOCIAL MEDIA**



@americanstage

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