

CAREER OPPORTUNITY

AT&T
PERFORMING
ARTS
CENTER

TITLE: DIGITAL MARKETING MANAGER - SOCIAL MEDIA

Department: Marketing

Reports to: Digital Marketing Director

Location: Dallas Arts District

Job Summary:

Under general direction of the Digital Marketing Director, this position is responsible for a wide array of digital marketing platforms and disciplines with a focus on social media. Candidates will be expected to independently manage the Center's organic and paid social media marketing campaigns, including content creation, scheduling, social platform reporting and engagement with our social audience. Duties may be assigned or modified as needed by the Digital Marketing Director.

This position is a detail-oriented, highly-organized team player with excellent interpersonal skills that works seamlessly and efficiently with AT&T Performing Arts Center staff and with end users of the facilities. Essential skills include the ability to thrive in a fast-paced, ever-changing environment while maintaining a high level of professionalism. Must be self-starter and work autonomously using independent judgement. A positive attitude towards position and the Center's Core Values is imperative.

Key Areas of Responsibility:

- Social content creation – video, graphics and social copywriting on Facebook, Instagram, Twitter, LinkedIn and YouTube
- Paid social media targeting, strategy and ad buying
- Organic social media strategy and publishing
- Social media calendar management
- Facebook Business Manager administration
- Social analytics – acquisition, engagement and conversion reporting
- Social audience communications – brand engagement and customer service
- Social influencer strategy
- Asset management – internal media library
- Online reputation monitoring and management– social and Google

Qualifications:

Education

- BA or BS in Marketing, Communications or similar

Experience & Skills

- 3+ years of experience managing paid & organic social channels for a brand or agency
- Proficient in all social media platforms used by the Center, including Facebook, Instagram (feed and stories), Twitter, LinkedIn and YouTube
- 1+ years of experience reporting on social channel performance in Google Analytics or similar
- Facebook/Instagram Creator Studio and basic Adobe Creative Cloud graphic design skills
- Highly organized and able to establish priorities and manage multiple projects simultaneously in a fast-paced environment while maintaining strong attention to detail
- Strong analytical skills and business acumen, creating actionable insights from data
- Exceptional writing skills with ability to adhere to a brand's voice
- Appreciation for the performing arts and familiarity with Broadway, theatre, dance and/or music audiences
- Preferred Experience
 - Live event or entertainment industry experience
 - Experience with Tessitura CRM application
 - Familiarity with Salesforce Marketing Cloud

AT&T Performing Arts Center is an equal opportunity employer and is committed to the belief that each individual is entitled to equal employment opportunity.

For immediate consideration, send cover letter, resume and salary requirements.

By Email: careers@attpac.org

By Mail: Human Resources @ AT&T Performing Arts Center
700 North Pearl Street, Suite N1800
Dallas, TX 75201

ABOUT THE AT&T PERFORMING ARTS CENTER

The AT&T Performing Arts Center is a nonprofit foundation that operates and programs a 10-acre campus comprised of three premier performance venues and a park in downtown Dallas. Audiences enjoy the best and most recent from Broadway; the finest dance companies from across the globe co-presented with TITAS Presents; and top concerts, performers and cutting-edge speakers. Thousands of students explore and more deeply experience the arts through the Center's education program, Open Stages. The Center also offers free programming for audiences from every part of the community.

The Center's mission is to provide a public gathering place that strengthens community and fosters creativity through the presentation of performing arts and arts education programs. **The Center's culture** is to focus on the values that guide its people's actions. The Center's Core Values are to passionately pursue our mission by being:

Achievement Focused - Committed to the advancement and cultivation of the Performing Arts in Dallas

Community Minded – Actively fostering and participating in meaningful community interactions

Customer Service Driven – Dedicated to the service of internal and external constituents so that all want to return

Flexible – Willing to change to achieve results

The Center's five resident companies are among the city's leading arts institutions: Anita N. Martinez Ballet Folklorico, Dallas Black Dance Theatre, The Dallas Opera, Dallas Theater Center and Texas Ballet Theater.

Designed by internationally acclaimed architects, the Center's campus includes the Margot and Bill Winspear Opera House, Dee and Charles Wylie Theatre, Annette Strauss Square, and Elaine D. and Charles A. Sammons Park are some of the finest performance venues in the world.