WEB MANAGER

Responsibilities

Reporting to the Director of Information Technology, the Web Manager works collaboratively within the Advancement team and throughout the full organization to develop and maintain website content and functionality to drive revenue, innovation, and increase The Dallas Opera’s digital footprint.

Specific duties include:

- Perform daily maintenance of and manage project timelines for routine organization-wide website content and assigned web design/development projects
- Create an organized system for gathering web requests, prioritizing, developing a schedule to meet deadlines, tracking progress, and communicating progress to project managers and teams
- Set measurable goals and develop metrics for success within each department and develop reports using Google Analytics to share information on a timely basis
- Implement best practices for SEO, ensuring TDO website ranks high in internet search return results
- Analyze site content and navigation performance in Google Analytics and suggest strategies for improvement
- Collaborate with TDO’s digital agency on SEM initiatives, specifically related to links and keyword content; coordinate technical issues, such as tracking codes, Google Analytics, Google Tag Manager administration, etc.
- Research website best practices and implement changes with a focus on continually improving site architecture, user interface/experience, navigation, and patron engagement; Lead monthly cross-departmental team to discuss content UI/UX, suggest and implement UX improvements
- Ensure the website is optimized for mobile device support
- Assist the Patron Services team with HTML content requests for the eCommerce platform
- Maintain accuracy and attention to detail throughout the creative and production process and ensure deadlines are met for all projects
- Participate in creative design process for season materials and advise on translation of print design into digital applications (or reverse)
- Resolve design challenges and adapt to new business needs in a timely manner
- Provide back-up for email production and social media content production as needed
- Serve as back-up for emergency online ticketing needs, including system outages, online ticket issues, content updates on the eCommerce site, etc.
- Some nights and weekend hours are applicable during season production time
- Attend and actively participate in all team meetings and meetings with direct supervisor as required
- Other duties as requested

Candidate Qualities

Traits and Characteristics

- Aptitude for multitasking, prioritizing, and managing time in a fast-paced environment which often presents competing priorities
- Customer service mindset, and proven ability to build production working relationships
with team members and senior management team

• Ability to take complex information and create hierarchy and framework for presenting information in a user-friendly way
• Strong communication skills, including superb writing and editing skills
• Accepts responsibility for accuracy and timeliness of assignments, strong work ethic

Skills and Knowledge

• 3-5 years in a WordPress website management and development role, supporting multiple initiatives within one organization. Applicant should be able to show examples/portfolio of work.
• Advanced HTML, custom PHP development, and MySQL skills.
• WordPress including custom themes and plugins
• WordPress/Website development (CSS, JavaScript, jQuery) and responsive mobile design
• Google products, including Analytics, Tag Manager, and AdWords
• Google APIs and/or the Google API Client Library for PHP
• Git revision management
• Working and collaborating in a Microsoft 365 environment

Additional skills a plus:

• Videography (capture) and video editing
• Media content delivery and asset management (YouTube, Vimeo, Fastly, etc.)
• Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere, Audition)
• Tessitura CRM, Tessitura Network Express Web (TNEW), Appsension (formerly TN Mobile Plus) desirable but not a prerequisite
• Familiarity with opera and the performing arts

Other Considerations

Compensation

Competitive salary
Benefits include health, vision, and dental insurance, vacation time, no-cost parking, and professional development opportunities to increase knowledge-base and employee retention

Education

Bachelor’s degree preferred

Location

Dallas, Texas

Website

dallasopera.org

Travel

Occasional

The Dallas Opera values diversity in the workplace and is committed to creating an equitable and inclusive work environment where employees are treated with dignity and respect. The Dallas Opera is an equal opportunity employer and maintains a policy of non-discrimination with all employees and applicants for employment. This position will remain open until a diverse and qualified pool of candidates has been identified. Applications from populations underrepresented in the arts are strongly encouraged to apply.

To apply, please send a cover letter no longer than two pages and resume to recruitment@dallasopera.org, using the subject line "Web Manager." Please send Word or PDF file only.

No phone calls please.