SOCIAL MEDIA MANAGER

Position Description
The Social Media Manager creates overall TDO social media strategy, voice, messaging, graphics, and video content for The Dallas Opera. This position manages the daily operations and engagement of institutional and promotional digital communications. Reporting to the Director of Marketing, Sales, and Patron Services, the Social Media Manager also serves as back-up for providing graphic and video content for digital advertising campaigns and general website content updates.

Responsibilities
Social Media
- Create goals, strategy, and manage content across multiple social media platforms including Facebook, Instagram, YouTube, LinkedIn, and Twitter for The Dallas Opera performances, education and community engagement events, Hart Institute for Women Conductors, and other programs.
- Lead biweekly cross-functional team to generate story ideas, manage graphic design, optimize images, write and/or approve copy and hashtags, and upload posts.
- Maintain editorial calendar, tasks, and assets within Asana project management system.
- Shoot photography and videography to capture events and behind-the-scenes interest stories; schedule, script, storyboard, shoot, and edit videography and interviews as needed.
- Create and implement community engagement strategy; develop clear institutional policy for responding to comments, customer service issues, and deleting threads on owned channels, plus commenting on external industry sites in collaboration in Director of Communications.
- Advise on social media trends and drive innovation for fundraising, tickets sales, and brand awareness.
- Build Facebook events for all events.
- Serve as primary content creator for all departments.
- Create and maintain filing system for all media assets with guidance from the Director of IT.
- Implement a system to monitor social media mentions and tags (Hootsuite, Sprout Social, etc.) including evenings and weekend hours as needed.
- Determine key performance indicators, monitor impressions, engagement, and demographic data; evaluate and share results in weekly dashboard.

Team Responsibilities
- Collaborate with Digital Stage & Artist Development Administrator, attend weekly production meetings, and stay apprised of content production and campaigns for thedallasopera.TV content, including TDO Network.
- Collaborate with Director of Communications for institutional messaging and tone for crisis communications and other sensitive topics.
- Collaborate with Human Resources to develop staff policy and guidelines for engagement.
- Ensure compliance with usage rights for audio and video clips in accordance with union and media agreements.
- Provide back-up and support to the Graphic Designer for digital display ads and provide video assets as requested.
- Provide back-up and support to the Digital Marketing and E-Commerce Manager in making routine website updates in WordPress and re-sizing graphics.
- Provide additional digital media support for institutional efforts as directed by supervisor.
- Attend and actively participate in all team meetings and meetings with direct supervisor as required.

**Candidate Qualities**

**Traits and Characteristics**
- Creative team player with customer service mindset, collaborative spirit, and proven ability to build productive working relationships internally and externally.
- Strong interpersonal skills; comfortable interviewing staff, artists, and industry experts, and providing creative direction during video sessions.
- Aptitude for multitasking, prioritizing, attention to detail, and managing time in a fast-paced environment which often presents competing priorities.
- Strong project management and organizational skills; accepts responsibility for quality, accuracy, and timeliness of assignments.

**Skills and Knowledge**
- 3-5 years of experience social media management, tools, and analytics.
- Experience in all areas of video production, including equipment, lighting, shooting, audio, and editing.
- Strong written communication skills, including proofreading, grammar, and spelling skills.
- Proficiency in Microsoft Office products (Word, Excel, PowerPoint) and collaborating in a Microsoft 365 environment.
- Familiarity with Adobe Photoshop or Canva; WordPress; and Basecamp or Asana project management systems.
- Skills in photography and blogging preferred.
- Knowledge of classical music, opera, and Dallas arts and culture a plus.

**Other Considerations**

**Compensation**
- Competitive salary
- Benefits include health, vision, and dental insurance, vacation time, no-cost parking, 403(b) with employer match, and professional development opportunities to increase knowledge-base and employee retention.

**Education**
- Bachelor’s degree preferred

**Location**
- Dallas, Texas

**Office Hours**
- 9am to 5pm with the exception of evening rehearsal, performance, and special event dates. On those occasions, office hours will be flexible and mutually agreed.

**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 “Social Media Manager.” Please send Word or PDF file only. No phone calls please.