



## **Position Description: Social Media Specialist**

Reports To: Marketing Coordinator and Artistic Director

Compensation: \$25/hour

Hours: Minimum 5 hours per week

Location: Hybrid - Remote and/or On-Site (as needed for content creation)

### **Position Summary**

Los Angeles Ballet is seeking a creative and strategic Social Media Specialist to elevate its digital presence across key platforms. This part-time role is ideal for a dynamic individual passionate about the arts, storytelling, and audience engagement. The specialist will be responsible for content creation, platform-specific strategy, and consistent deployment of targeted messaging to grow and engage our online community.

### **Key Responsibilities**

#### **Content Strategy & Planning**

- Develop and maintain a content calendar using a scheduling system (e.g., Later, Buffer, Hootsuite).
- Collaborate with the Marketing Coordinator and Artistic Director to align messaging with organizational goals and artistic vision.
- Research and implement best practices for platform-specific content strategies.

#### **Content Creation & Posting**

- Create and publish 3 high-quality posts per week on Instagram and Facebook.
- Maintain active stories 5 days per week to promote performances, behind-the-scenes content, dancer highlights, and community engagement.
- Capture and edit photos, videos, and graphics that reflect the brand's aesthetic and voice.

#### **Platform Expansion**

- Develop and execute a strategy to establish a presence on YouTube and explore other emerging platforms (e.g., TikTok, Threads, LinkedIn).
- Repurpose content for cross-platform engagement while maintaining platform-specific tone and style.

#### **Audience Engagement & Growth**

- Monitor and respond to comments, messages, and tags in a timely and professional manner.
- Track engagement metrics and provide monthly performance reports.
- Identify trends and opportunities to increase reach and follower growth.



## **Key Performance Indicators (KPIs)**

### **Content Output**

- Minimum of 3 posts per week on Instagram and Facebook.
- Active stories posted at least 5 days per week.

### **Engagement Metrics**

- Monthly increase in likes, comments, shares, and saves.
- Growth in follower count across all platforms (target: 5–10% monthly growth).
- Average engagement rate per post (target: 3–5%).

### **Platform Expansion**

- Launch of YouTube channel within first 60 days.
- Monthly content published on YouTube and any new platforms adopted.

### **Audience Interaction**

- Response time to comments and messages (target: within 24 hours).
- Number of meaningful interactions per week (e.g., replies, shares, mentions).

### **Content Planning**

- Content calendar maintained at least 4 weeks in advance.
- Consistent use of scheduling tools for automated posting.

### **Reporting & Insights**

- Monthly performance report submitted to Marketing Coordinator and Artistic Director.
- Recommendations for content adjustments based on analytics.

## **Qualifications**

- Proven experience managing social media accounts for a brand, organization, or public figure.
- Strong understanding of Instagram, Facebook, YouTube, and emerging platforms.
- Proficiency in graphic design tools (e.g., Canva, Adobe Creative Suite) and video editing software.
- Excellent written and visual communication skills.
- Ability to work independently and collaboratively.
- Passion for the performing arts and storytelling.

## **Work Environment & Expectations**

- Flexible schedule with a minimum commitment of 5 hours per week.
- Occasional attendance at performances or rehearsals may be requested for content capture.



- Remote work is supported, with regular check-ins with the Marketing Coordinator and Artistic Director.

### **How to Apply**

Interested candidates should submit a resume, portfolio or examples of past social media work, and a brief statement of interest to: Alex Darouie, Operations Manager, Los Angeles Ballet, [adarouie@losangelesballet.org](mailto:adarouie@losangelesballet.org).