



SOCIAL MEDIA/DIGITAL MEDIA MANAGER JOB DESCRIPTION

Los Angeles Ballet (LAB) is the leading ballet company in Los Angeles known for staging classical, contemporary, romantic and neoclassical ballets, for pioneering new ballets and for presenting relevant works by many of today's most innovative dance-makers. LAB's original production of *The Nutcracker* is an annual holiday favorite for Los Angeles residents and delights regional, national and international visitors. LAB is the longest operating professional ballet company in Los Angeles history.

The Company Center is in West LA. This season, performances are held at The Hollywood Bowl, Dolby Theatre in Hollywood, The Wallis Annenberg Performing Arts Center, Royce Hall at UCLA, and BroadStage in Santa Monica.

The Opportunity

We are looking for a professional who is a highly strategic and analytical thinker with a strong understanding of arts and entertainment brands and how to develop audiences with content that resonates.

The Social Media Manager is responsible for the strategy, creation, and day-to-day execution of content across all LAB social media channels. Reporting to the Director of Marketing, this role brings strong creative and analytical knowledge and is a skilled content creator, community manager, and strategic thinker who will keep LAB up to date on platform trends and analysis.

Duties & Responsibilities

- Develop and execute a cohesive, channel-specific organic social media plan and content calendar informed by LAB's brand identity, season calendar, and Company goals.
- Create original content for Instagram, Youtube, TikTok, and Facebook, balancing the LAB brand voice with dancer POV, season productions, special events and community outreach.
- Partner with team members from Artistic, Development, Marketing, venue partners and outreach partners to source or create content and develop stories.
- Provide organic content and audience insights, audience data, and platform expertise to inform a paid social strategy.
- Ensure consistency between organic and paid social content.

- Ensure accuracy and quality control across all posts, including copy, links, tagging, formats, and timing.
- Monitor paid social campaigns to optimize performance and make recommendations to support campaign goals.
- Develop relationships with influencers and content creators to amplify reach, drive authentic engagement, and connect with diverse regional and national audiences.
- Track, analyze, and report on key social media metrics including engagement, reach, follower growth, and conversion across all channels.

Requirements

- 5+ years of experience in social media strategy and management.
- Experience producing and delivering short-form video content (Reels, TikTok).
- Demonstrated success growing and engaging social audiences across Instagram, TikTok, Facebook, and other major platforms.
- Experience developing and executing organic social media strategies aligned with organization objectives.
- Experience collaborating with paid media teams or media agencies on integrated social campaigns.
- Must be available to travel to work during some holidays, evening and weekend hours, as required.

Skills & Abilities

- Deep platform fluency across Instagram, TikTok, Facebook, YouTube including organic content best practices and paid formats.
- Strong writing and editorial voice; ability to adapt tone and style to the LAB brand, platform context, and target audience.
- Proficiency in social media management and listening tools (e.g., Sprout Social, Hootsuite).
- Hands-on content creation skills, including short-form video production, basic graphic design, and photography editing.
- Fluency in analytics platforms (Meta Business Suite, TikTok Analytics, Google Analytics) with the ability to translate data into clear, actionable insights.
- Familiarity with creative tools (Adobe Suite, Canva) and project management software (Teamwork, Asana) preferred.
- Collaborative and proactive communicator with the ability to build strong working relationships across departments and with external partners.
- Passion for performing arts, visual arts, live theatre.

Evening and weekend availability is required to support performances, special events, and outreach programming.

Compensation

\$55,000

100% Employer-paid medical plan

401k Retirement plan

15 PTO days

7 Paid holidays

Flexible comp days

Hybrid work schedule

Reports to Director of Marketing

No direct reports

To apply

Please email a cover letter and resume to admin@losangelesballet.org. Use subject line Social Media Manager

LAB provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.