



Social Media Manager
Full Time (30-40 hrs/week), Exempt

Background:

ODC is a groundbreaking contemporary arts institution, delivering its mission through a world-class dance company, an innovative presenting theater and digital platform, a dance school for movers of all ages and abilities, ODC Health with initiatives including a fee-free diagnostic and educational Healthy Dancers' Clinic, and a fitness program for all levels and abilities. Guided by Founding Artistic Director Brenda Way, ODC is nationally recognized for its entrepreneurial spirit and artistic innovation. Unique for its fully integrated vision, ODC strives to inspire audiences, cultivate artists, engage community, and foster diversity and inclusion through dance performance, training and mentorship. ODC operates a two-building campus consisting of a Dance Commons and the ODC Theater in San Francisco's Mission District, and a robust digital program for classes, performances and engaging dialogue. ODC's programs and activities have contributed to community development, arts education, and access to creative art-making for 50 years.

Position Summary:

The Social Media Manager designs, helps generate content for, and implements ODC's digital marketing strategy across both organic and paid social media platforms. The successful candidate is able to think strategically and deliver hands-on work that fuels ODC's ability to build visibility, recognition and resources for its mission-driven work. Reporting directly to the Director of Marketing & Communications, this position is mainly responsible for the development and execution of social marketing strategies and campaigns for ODC, for creating or sourcing content and assets, for contributing first-hand to smooth and efficient daily operations through delivering administrative tasks including content development, media placement and analytics. The Social Media Manager also plays a lead role in implementing new user-generated content systems across all social media platforms (Instagram, Facebook, TikTok, Twitter, Pinterest). Campaign success is defined by ticket and class sales, audience and community expansion, web traffic, impressions and digital engagement.

Roles and Responsibilities:

- Create social media plans in coordination with overall marketing communications calendar
- Collaborate with broader Marketing team on strategies for key initiatives
- Create and/or source video and graphic design content for use across all owned channels
- Own all content publication, moderation and management across both paid and organic channels
- Collect and analyze data across both paid and organic channels
- Apply information from data analytics to inform creative and tailor marketing copy and messaging
- Work with outside digital media buying agencies as needed
- Launch new initiatives to broaden audience reach
- Collaborate with Marketing Associate on asset organization and coordination
- Stay informed of changing landscape of digital communication, ticket sales, audience cultivation and industry best practices

Desired Qualifications, Skills, and Experience:

- Demonstrated ability to develop and implement successful digital and social media campaigns
- Outstanding written and verbal communication skills, with the capacity to translate storytelling into effective calls for action
- Superior time management and organization skills
- Background in marketing with preference given to arts or nonprofit marketing
- Expert knowledge of all social media platforms and trends
- Excellent project and team management skills
- Passion for the arts/dance and/or experience working in an arts organization a plus

Desired Technical Skills:

Desired candidate should have knowledge of the following computer programs and databases:

- Salesforce/PatronManager
- Facebook Ads Manager
- Instagram Business Accounts
- Google Suite
- Microsoft Office Suite
- Adobe Creative Suite (Photoshop, Premier Pro, After Effects, and InDesign)
- Asana
- Slack

Required Qualifications:

- Must be 21 years of age and eligible to work in the US
- Bachelor's degree or higher education certification preferred
- 2-5 years relevant work experience
- Expert knowledge of social media platforms (Facebook, Instagram, Twitter, TikTok) with demonstrated ability to develop successful social media campaigns
- Knowledge of technical skills outlined above
- Ability to craft compelling marketing copy for marketing communications
- High level video production, photography and graphic design skills
- Passionate about the arts/dance
- Willingness to pursue continuing education on current trends in digital marketing, new tools and platforms
- Ability to work and interact well with individuals from various backgrounds in a culturally diverse, fast-paced, team-oriented environment
- Based in proximity to the Bay Area to allow regular on-site work on the ODC campus (351 Shotwell Street and 3153 17th Street, San Francisco, CA 94110)
- Must be available to work select evenings and weekends (with reasonable notice) as required in support of performance activities and special events to live post on those activities

Compensation:

Salary range: \$68,000 - \$72,000 annually, DOE

This is a full-time, exempt role (not eligible for overtime) reporting to the Director of Marketing & Communications. The expected time-base is 40 hours per week. Full-time employees accrue sick leave, receive a generous vacation plan, and are eligible to participate in the organization's health and retirement plans. ODC also offers free dance classes and complimentary tickets to select ODC performances to full-time employees. This position is based in the San Francisco office with arrangements for some remote work. You

can earn and accrue ten (10) days per year of paid time off. In addition, as a member of ODC's full-time staff, you can receive three (3) additional days as floating holidays. You can also receive these paid holidays each year: New Year's Day, MLK or President's Day, Memorial Day or Juneteenth, Independence Day, Labor Day, Thanksgiving Day, and ODC's administrative winter break—which is December 24 – December 31.

As a dance organization committed to physical well-being, you will be entitled to participate in the same medical, retirement and other benefit plans available to full-time staff. Additional benefits include pre tax commuter deductions, access to tuition-free dance classes at ODC, and access to complimentary tickets to select ODC performances.

To Apply

- To apply for this position, please **email your current resume, one writing sample, one example of a social media post and a cover letter to: hr@odc.dance**
- Note, please place the words, "**Social Media Manager**" in the subject line
- ODC requires proof of vaccination for the members of our staff who wish to work in-person on campus

At ODC we believe the vitality of life in the San Francisco Bay Area is contingent upon continued exposure to a variety of perspectives, beliefs, and wisdom. Our work at ODC is challenging and exciting. We attract people who are committed to dance and the arts, and we are willing to work hard to engage our audiences and serve our communities. If you want to make a difference, challenge yourself and help us continue to innovate, we welcome your energy and talents. People of color and people with disabilities, of diverse sexual orientations, gender expressions and identities are welcome and encouraged to apply.