

# Atlanta Ballet

## Social Media Manager / Graphics Designer

Under the direction of the Creative Director and Associate Director of Public Relations, the Social Media Manager / Graphic Designer is responsible for supporting Atlanta Ballet's overall marketing program through content generation, graphic design support and social media management.

### Responsibilities include:

#### Digital Marketing

- Collaborate with an external data transformation team to strategize and plan paid campaigns across multiple digital platforms.
- Research and implement creative use of video and photography to design interesting and effective digital campaigns.
- Coordinate with in-house videographer and creative director to plan and request dedicated creative assets for digital campaigns.
- Conceptualize and design creative assets and ad copy for paid campaigns.

#### Social Media

- Manage all accounts across Atlanta Ballet social media platforms.
- Strategize, conceptualize and schedule content to support all public-facing initiatives for Atlanta Ballet and the Centre for Dance Education.
- Research and create engaging content and copy to support overall Atlanta Ballet and Centre for Dance Education brands.
- Manage and respond to comments and messages on Atlanta Ballet feeds.
- Monitor performance across channels, sharing weekly reports with Chief Marketing Officer.
- Attend performances and events outside of regular business hours

#### Graphic Design

- Simultaneously manage multiple design projects supporting marketing, promotional, and fundraising efforts.
- Assist creative director on set during season and promotional photoshoots.
- Manage photo approval process and coordinate with all relevant parties including Artistic Director, Dean of the Centre for Dance Education, company dancers, choreographers, staggers, guest artists, and photographers.
- Organize and archive photos from performances, events, rehearsals, company class, and more.
- Manage internal photo needs for design projects, e-news campaigns, social media, website, and more.

## Qualifications

- BA/BS Degree or equivalent experience
- Must possess strong design abilities and proficiency in design software applications
- Ability to manage and take ownership of multiple design projects
- Manage photo approval and archive/organization process
- Knowledge in technical aspects related to digital content generation
- Understanding of current tools and tactics used in social media management
- Excellent written and verbal communication skills
- Excellent attention to detail and follow-through skills

Send resume, writing and portfolio samples to Tricia Ekholm, Chief Marketing Officer, Atlanta Ballet 1695 Marietta Blvd, Atlanta, GA 30318 or email [tekholm@atlantaballet.com](mailto:tekholm@atlantaballet.com). No phone calls.