



## Digital & Social Media Coordinator

Position: Digital & Social Media Coordinator

Status: non-Exempt

Department: Marketing

Part Time

Reports To: Chief Executive/Artistic Director

Hourly

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Position Summary: MTH is seeking a Digital and Social Media coordinator with a strong focus on visual content creation. In this role, you will be responsible for producing high-quality photos, videos and digital assets, as well as developing compelling social media content that resonates with our audience. You'll play a pivotal role in crafting the visual identity of our brand across various digital platforms, including our website, Facebook, Instagram, TikTok, YouTube, and more. If you are a creative storyteller with a passion for photography, videography, and content creation, we want to hear from you!

### Essential Job Functions:

- **Photography & Videography:** Capture high-quality photos and videos for use across all digital platforms (social media, website, email campaigns, etc.). This includes production, education, patron experience, and more.
- **Content Creation:** Develop original and engaging content that aligns with MTH's voice and resonates with our audience. This includes shooting, editing, and producing images and videos for social media and digital campaigns.
- **Editing & Post-Production:** Edit photos and videos to create polished, on-brand content that engages and inspires. Strong proficiency in photo and video editing software (e.g., Adobe Photoshop, Lightroom, Premiere Pro, Final Cut Pro, etc.) is essential.
- **Creative Direction:** Bring fresh, innovative ideas to the table for photo and video shoots. Work with the marketing team to ensure the visual identity is consistent across all digital touchpoints.
- **Digital Marketing Support:** Assist in executing digital marketing campaigns, including email newsletters and paid ads.
- **Community Engagement:** Interact with followers and respond to comments and messages on social media platforms, fostering a positive online community and driving brand loyalty.
- **Trend Spotting:** Stay up-to-date with visual content trends and new techniques in photography and videography. Apply this knowledge to improve content creation and social media performance.

- Website: Curate updates and maintenance of MTH website to ensure accurate information and a positive patron experience.

Qualifications:

- Proven experience in photography and videography, with a strong portfolio showcasing your work (include links to previous work or personal social media profiles).
- Proficient in photo and video editing software, such as Adobe Photoshop, Lightroom, Premiere Pro, Final Cut Pro, etc.
- Experience creating content specifically for social media platforms (Instagram, TikTok, YouTube, etc.).
- Strong understanding of visual storytelling and how to create content that resonates with online audiences.
- Excellent communication skills and ability to work collaboratively within a creative team.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- A passion for creating engaging and high-quality visual content.
- Preferred 3+ years experience in digital marketing or related field
- Ability to work a variety of hours to document events that occur weekdays, evenings and weekends.

Compensation and Benefits: \$16 - \$20 hourly (approximately 25 hrs/week anticipated), a hybrid work environment, complimentary tickets, Simple IRA 3% match.

Music Theater Heritage (MTH) is an innovative and imaginative professional performing arts organization – dedicated to the appreciation and historical understanding of the American Theater and its contributions to our culture. MTH is an equal opportunity employer and considers applicants for all positions without regard to race, color, religion, creed, gender identity, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.

How to apply:

Interested candidates should submit resume, portfolio (if applicable), and a brief cover letter outlining why they're a great fit to [jobs@mthkc.com](mailto:jobs@mthkc.com), subject line "Digital & Social Media Coordinator" Please include links to your personal social media profiles or any social media campaigns you've worked on if available.

No phone calls, please.