



Signature Theatre Seeks Digital Media Manager

POSITION SUMMARY STATEMENT:

Arlington, Virginia's Tony Award®-winning Signature Theatre is seeking a strong Digital Media Manager for its dynamic Marketing team. The Digital Media Manager is the primary point person responsible for all of Signature's online and email presence, devising strategy to use online communications tools to fulfill Signature's mission and financial goals. The Digital Media Manager also works on Social Media programs with the Publicist and Community Relations Manager. A successful candidate will maintain an excellent working knowledge of Signature's artistic and education programs, web/email coding (including in Signature's Content Management System SilverStripe and email program WordFly), best email/online/e-commerce practices and Google Analytics, and will use those tools to set up programs designed to meet or exceed Signature's goals, and analyze and evaluate the effectiveness of Signature's use of digital media. This position is a key member of the Marketing and Communications team. The Digital Media Manager reports to and works very closely with the Director of Marketing and Sales.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

SigTheatre.Org Website

- This position is the primary person at the organization responsible for updating/maintaining in an extremely timely manner Signature's main website (SigTheatre.org), including editing pages, building new pages, removing old pages, adding new content and updating content on evergreen/institutional pages.
- Work with Signature team and web provider to ensure the e-commerce pages of the website are effective and patron friendly.
- Work with all other Signature staff (graphics, education, development, artistic, IT) to keep website working at optimal levels for patron needs and institutional goals.
- Use Google Analytics and Google Tag Manager to add tracking pixels to the website, analyze web usage data, set up reports and tracking functions for the organization, including demographic, behavioral, e-commerce metrics.
- Create and send weekly and monthly reports and analysis of web data to key members of the organization.
- Advise regarding, and oversee the implementation of new website features designed to increase web usability and generate revenue.
- Keep up to date on current digital media practices and help create organizational strategy around digital media use.

Email

- This position is the primary person at the organization responsible for copywriting, creating and deploying all email using Signature's email system WordFly.
- In addition to e-newsletters, this position creates and deploys welcome campaigns, donation campaigns, patron reminder and thank you emails, emergency alert emails and sales emails.
- Work with Signature team and email provider to ensure emails are effective at informing and converting receivers to purchasers/donors.
- Create and extract lists accurately (including complicated targeted list segments) from Signature's database (Tessitura) into WordFly and ensure data returns back into the database cleanly.
- Work with Signature's IT department to maintain excellent data hygiene for patron email addresses.
- Provide reports and analysis on the effectiveness email programs, including segmenting, conversion tracking, A/B testing, and basic email metrics (click through, forwards, bounces)

Social Media/Advertising

- Work with the Publicist and Community Relations manager to create content, advertising, audience development programs, segmentation strategies, and provide tracking and analysis of Signature's Social Media platforms (Facebook, Twitter, Instagram, YouTube, Pinterest, Tumblr others as needed).
- Attend events to serve as a social media voice for the organization.
- Set up and run Signature's Google AdWords/SEO Campaigns.

General Duties

- Responsible for all SEO and Metadata across platforms.
- Attend weekly marketing meetings and provide input into marketing and communications strategy, goals and objectives.
- Attend Tessitura User Group meetings to advise on the best use of the database with digital media.
- Advise Signature on web privacy policy, CAN-SPAM Act and the proper use of patron's personal online data.
- Assist other staff to respond to patron inquiries about Signature's digital media.
- Work the marketing/outreach table at Signature events and festivals in rotation with other staff.

Other duties as assigned.

40 hours per week, including some evenings and weekends.

COMPENSATION: Commensurate with experience. This full-time position includes excellent benefits, including vacation, health, dental and other benefits.

ACCOUNTABILITIES: Satisfactory achievement in this job will include using digital media to meet/exceed Signature's sales and organizational goals; maintaining current skills and knowledge to successfully use and improve Signature's use of digital media; creating and maintaining excellent working relationships with colleagues and outside vendors; operating within the Signature-approved budget.

EDUCATION AND REQUIREMENTS: Minimum requirements: Bachelor's degree (Communications, English, or Arts Management preferred) or significant prior work experience in online media. Working knowledge of HTML, responsive design, email programs, Google Analytics, content management systems and databases required. Experience with Tessitura database, WordFly email system, Textile markup language, Adobe Creative Suite preferred. Excellent writing and editing skills. Some evening and weekend work required, including at the last minute for emergency updates. Other requirements: friendly, cooperative demeanor; supportive and contributing attitude; ability to work well in a fast-paced environment and think on your feet; willingness to undertake all job tasks, from high level strategy to day-to-day duties; professional appearance and deportment. Other desirable, but not required, skills: Photo and video capture and editing.

APPLICATIONS

For consideration, please forward a resume, cover letter, and reference list in confidence as soon as possible:

Jennifer Buzzell, Director of Marketing and Sales
Signature Theatre
Please use subject line "Digital Media Manager"
Jobs@sigtheatre.org

Signature Theatre is an equal opportunity employer, is committed to the principle of diversity and is particularly interested in receiving applications from a broad spectrum of people, including minorities, protected veterans, and individuals with disabilities.