



SOCIAL MEDIA GURU

AT EAST VALLEY CHILDREN'S THEATRE

Description:

The Social Media Guru would be in charge of EVCT's social media presence on the web, informing the social media public about upcoming events, projects, productions, classes and camps.

Purpose and Impact:

The Social Media Guru would generate interest and excitement for classes and shows, raise public awareness of programs, and share opportunities to support the organization through fundraisers or volunteer activities. These activities would contribute to the overall operational and fiscal health of EVCT in carrying out their mission.

Scope of Work:

This individual would (1) determine the best social media tools for targeted groups, and the effective frequency of posting, (2) develop ways to internally/externally build the social media audience, and (3) work with Marketing Director, Artistic Director, Business/Office Manager, photographer and videographer to produce professional and engaging posts.

Skills and Attributes:

Our Media Guru would need knowledge in types, trends and uses of social media. We are also looking for someone who is creative with strong writing and media skills. This person must be able to work with others and have the ability to perform work in a virtual environment.

Timeframe/Schedule:

EVCT's Media Guru would work for a minimum of one season, posting to social media at least once a week, and more often in lead up to shows, class, camps and special event start dates.

Work Environment:

The Guru would work closely with the Marketing Director and EVCT's Artistic Staff.

Work Space:

The Guru could work from home or any virtual site, or utilize the EVCT office if preferred. Meetings, as needed, would be at the EVCT office.

Transportation:

Our office location offers abundant free parking, and is conveniently located on bus lines, with direct connections to the light rail and the Superstition Springs Transit Center. Our office is ADA accessible.

Benefits:

The Theatre would provide show tickets to productions, networking opportunities, and a great addition to any resume.