

DACAMERA

| Transformative Musical Experiences

JOB POSTING

Position: Digital Communications Manager

Reports to: Director of Marketing and Audience Development

Classification: Non-exempt, part-time

Salary: \$28/hour, approximately 20 hours/week

Location: Flexible (hybrid position), occasional local Houston travel required

OVERVIEW

DACAMERA, Houston's premiere presenter and producer of chamber music and jazz, is accepting applications from qualified individuals for the position of **Digital Communications Manager**. This position plays a key role in delivering the organizational mission *to inspire individuals and enrich communities through diverse and inventive musical experiences*.

THE ORGANIZATION

Since 1987, DACAMERA has presented and produced chamber music and jazz performances of the highest caliber. Led by Artistic Director, pianist Sarah Rothenberg, DACAMERA is nationally recognized for its innovative and dynamic approach to programming. Each season, the world's most celebrated musical artists perform on DACAMERA's mainstage concert series at the Wortham Theater Center, Hobby Center for the Performing Arts, and the Menil Collection. Committed to the belief that an arts organization must play a leading role in the tangible improvement of society through its involvement in the community, DACAMERA impacts Greater Houston through hundreds of educational and community events each season. The driven, supportive members of the DACAMERA staff work together to bring DACAMERA's vision to realization: *lives changed through music*.

POSITION SUMMARY

The Digital Communications Manager serves as a key member of DACAMERA's team. This newly created position is the imaginative lead on creating compelling content for all aspects of DACAMERA's digital communications and marketing, including social media, email, program marketing, and website content development and coordination.

The schedule of this hybrid position will consist of four mornings per week in the DACAMERA office and one morning per week working remotely, plus some night and weekend services. As such, the Digital Communications Manager must be able to work both in a team setting, as well as independently, and can successfully manage multiple projects and deadlines. The Digital Communications Manager reports to the Director of Marketing and Audience Development.

There is much to look forward to in [DACAMERA's 24-25 season](#), which explores *Alchemy: The Magic of Musical Transformation*. The Digital Communications Manager will creatively harness the excitement around DACAMERA's artistic and community programming to strengthen the organization's institutional identity while growing DACAMERA's social media presence across multiple digital channels.

PRIMARY RESPONSIBILITIES

Social Media

- Brainstorm and draft copy and visual content, including images, digital graphics, and video, for DACAMERA's Instagram, Facebook, and Twitter channels.
- Create, schedule, and publish digital content on social media platforms.
- Monitor social media engagement and respond to direct messages/comments in a timely manner.
- Implement digital marketing campaigns on social media platforms with coordination with Director of Marketing and Audience Development.
- Produce monthly reports for social media performance and engagement.

Email

- Assist in production of monthly e-newsletters through Dotdigital, including developing outlines, some copy, and layout.
- As needed, draft copy and coordinate other email marketing and communications for events and programming.

Marketing

- With the Director of Marketing and Audience Development, coordinate paid advertisements on Meta Business Suite and Google Ads, as needed.
- Using brand standards, design basic items such as digital graphics, as needed.

Website

- As needed, conduct regular updates and general maintenance of website, including updating events.

SKILLS AND BACKGROUND SOUGHT

- A minimum of one-year communications/marketing experience.
- Knowledgeable in classical music and jazz.
- Bachelor's degree.
- Working familiarity with programs including, Microsoft Office Suite, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, WordPress, and Dotdigital.
- Skilled in social media, including Instagram, Facebook, and Twitter.
- Understanding of social media KPIs.
- Strong verbal and written communication skills.
- Able to work weekday mornings (9:00 a.m. – 12:00 p.m.), plus some evenings and weekends, as needed.
- Creative and innovative thinking and problem-solving skills a plus.
- Self-motivated, energetic, and a team player.
- Detail oriented with demonstrated organizational and task management skills.
- Videography, photography, and video and photo editing skills a plus.
- Nonprofit experience a plus.

Note: We know that some people are less likely to apply for a job if they do not think they meet all of the posted requirements. DACAMERA is dedicated to building a diverse and inclusive workplace. If you are interested in this position but are concerned that you do not meet every single requirement listed, you are still encouraged to apply.

COMPENSATION

This is a part-time, non-exempt position paying an hourly rate of \$28/hour for approximately 20 hours/week. This position is not eligible for health insurance or other employee benefits.

COMMENCEMENT DATE

Tuesday, September 3, 2024 or candidate's earliest availability.

APPLICATION DEADLINE

5:00 p.m. CT on Friday, August 23, 2024

TO APPLY

Interested and qualified applicants should submit a cover letter, résumé, and two (2) professional references to:

Brandon Bell, General Manager
bbell@dacamera.com

DACAMERA is an equal opportunity employer.