

## Social Media Associate – Full/Part Time

Job Description: World's largest student ballet scholarship competition seeks an enthusiastic social media professional to help take its social media department to the next level. Grow with the largest dance organization in the world.

### DUTIES:

- Daily posting across multiple social media platforms
- Coordinate master social media calendar of ongoing daily content and upcoming campaigns
- Respond to comments across all platforms
- Interact as YAGP on friends and followers' pages
- Answer questions and communicating via direct message on all platforms
- Post and re-post Instagram Stories
- Content creation for all platforms
- Caption/description creation for all platforms
- Analytics review and analysis for all platforms
- Use of Creator Studio for all platforms
- Work closely with YAGP media providers on live streaming, schedule and data needs, requests, and transfer of media content
- Create and package content for various marketing purposes or special projects
- Communicate with outside friends, partners, and international representatives as needed on social media needs and content

### REQUIREMENTS:

- Familiarity with ballet and ballet aesthetic is a must. This is a dance education organization and almost all visual content for YAGP platforms is dance/ballet-based, so sound judgment of good ballet positions/lines/aesthetic is imperative for anyone working with YAGP social media.
- Sound judgment of what is and is not appropriate for young audiences. A large portion of YAGP subscribers are teenage dancers who participate or are interested in YAGP auditions and events, so anyone working with YAGP social media must have a good understanding of what is acceptable for these audiences in particular and all YAGP constituents overall.

### SKILLS PREFERRED FOR THIS POSITION – PROFICIENT IN:

- Photoshop
- Final Cut Pro or Adobe Premiere Pro
- Google Drive and Google Sheets
- Dropbox
- Creator Studio for both Meta and YouTube
- Photography

### OTHER REQUIREMENTS:

- Strong understanding of
  - Social media analytics of all platforms (Instagram, YouTube, Facebook, TikTok, Twitter)
  - Best practices on all platforms (Instagram, YouTube, Facebook, TikTok, Twitter)
  - Video creation
  - The art form of ballet
  - The unique challenges of working in the arts
- Willingness to travel and work weekends
- Enjoys a dynamic, fast-paced work environment

- Possesses strong verbal and written communication skills
- Team player

TO APPLY:

Please send 1) cover letter, 2) resume, and 3) two or three sample posts that you would create for YAGP based on YAGP's currently posted content on social media to [jobs@yagp.org](mailto:jobs@yagp.org) with the subject line: YAGP SOCIAL MEDIA – COORDINATOR – your name