

## Social Media Director – Full Time

**JOB DESCRIPTION:** World's largest student ballet scholarship competition seeks a seasoned social media professional to take its social media department to the next level.

### DUTIES:

- Manage the master social media calendar of daily/weekly posts and content creation log; assign projects and do quality control assessment before publishing on all platforms
- Interface weekly with U.S. regional, international, development, and other departments to plan for upcoming projects/campaigns on the calendar in a proactive fashion to meet the differing needs of the organization
- Creator - work on large projects that are needed to drive important messaging or aesthetic goals of the organization on an as-needed basis
- Communicate with other senior staff on a consistent basis to make sure media needs are being correctly integrated with overall communication of YAGP as a global entity
- Manage contracts, communication, calendar, and maintain healthy workflow and relationships with video and photo service providers for the U.S. semi-final season, including live streaming, schedule, requests, and transfer of media content
- Set goals for growth and assess analytics to identify challenges and areas for improvement
- Identify changes in analytics, market trends, social media trends, new technologies or advances and create campaigns or strategies to meet the changing market
- Management of social media team to ensure ongoing task completion and/or delegation of day-to-day posting, engagement with YAGP followers, and content creation, including:
  - Daily posting across multiple social media platforms
  - Responding to comments across all platforms
  - Interacting as YAGP on friends and followers' pages
  - Answering questions and communicating on direct message on all platforms
  - Posting and re-posting of Instagram Stories
  - Content creation for all platforms
  - Caption/Description creation for all platforms
  - Use of Creator Studio for all platforms
- Manage internal communication and calendar for the different needs/requests within the organization for social media campaigns
- Communicate with outside friends, partners, and international YGP representatives on social media needs and content, including live-streaming, media transfer, and publishing of YGP international events
- Integrate YAGP merchandise promotion into the social media campaign and calendar
- Creation of professional-level media projects for organizational needs, including but not limited to special event promotion, website, newsletters, marketing, and development needs
- Management of social media team at U.S. semi-finals and collection of content at multiple simultaneous events throughout the travel season (specifically January-April)
- Train team members on aesthetic and technical aspects of Photoshop, Creator Studio, video production, live stream, analytics, and market trends
- Prioritize and manage multiple timelines, events, projects and organizational needs at all times

### 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 REQUIRED 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 train and manage a young, vibrant team
- Willingness to travel and work weekends
- Enjoys a dynamic, fast-paced work environment
- Possesses strong verbal and written communication skills
- Possesses strong team building and leadership 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 – DIRECTOR – your name