



# WESTMONT

## **Digital Marketing and Content Manager (Part-time)**

### **Theatre Arts**

approx. 5-10 hours/week over 9 months \*\*

Late August 2021 – May 2022

**Position Summary:** The Digital Marketing and Content Manager will be a critical teammate for the theatre arts department in developing marketing plans that attract new audiences to our productions and attract new students to our program. The position works in close partnership with the Chair and administrative assistant to utilize industry best practices in marketing and communications strategy to our constituencies.

**Qualifications:** Requires a college graduate or equivalent with 1-2 years digital marketing and copy editing experience; personal affirmation of the Christian mission of Westmont College and the Community Life Statement and adherence to its behavioral expectations; experience leading and managing email, social media, and/or display advertising campaigns; working knowledge of Salesforce, Marketing Cloud, Social Media Platforms; solid knowledge of Google analytics; excellent organizational skills; ability to work collaboratively and individually with deadlines; ability to coordinate the many details of an active department season; passion for interaction with students and student-led projects; personal affirmation of departmental anti-racism statement.

### **Responsibilities:**

- Develop key messaging and content strategy aligned with marketing targets, including prospective audiences and current/prospective students
- Plan and execute all digital marketing, including: email, social media, and display advertising campaigns
- Develop, manage, and execute content strategies for the company's social media platforms
- Work with department chair and admissions to brainstorm new and creative growth strategies for student recruitment
- Oversee website and manage updates
- Draft content copy for all communication pieces for each production and other institutional projects
- Develop and maintain an editorial calendar as part of the overall marketing calendar of college
- Manage and maintain Google Analytics
- Stay up-to-date with developments and generate new ideas to engage audiences
- Participate in creative discussions with directors and designers

- Expectations for workplace demeanor include but are not limited to: working collaboratively and harmoniously with faculty, students, and others by sharing ideas and resources willingly, constructively and positively; listening to and objectively and respectfully considering the ideas and perspectives of others; readily admitting and correcting personal mistakes; meeting commitments; keeping supervisors and others who may be affected informed about work progress; respecting the diversity of our community in words and deeds.
- Other duties as assigned.

**Reports to:** Theatre Arts Department Chair