

OREGON SHAKESPEARE FESTIVAL JOB DESCRIPTION

JOB TITLE: PR and Social Media Associate

JOB SUMMARY: This position has two key components: social media coordinator and assist Media & Communications Manager to implement the Media plan. (Ability to translate English to Spanish for PR and Marketing communications and publications is required. Ability to converse fluently in Spanish preferred.)

ESSENTIAL JOB DUTIES:

1. Implements Marketing & Communication's social media strategy on all social media platforms and integrates with OSF website. Works cross-departmentally to insure organizational branding.
2. Responsible for daily posts/tweets to all applicable social media outlets.
3. Assists Media & Communications, Marketing and Audience Development managers with the coordination of editorial pitches and placement for various marketing campaigns.
4. Integrates English and Spanish usage in the overall strategy of OSF social media communications, web content, press releases, editorial pitches and emails in collaboration with Audience Development.
5. Works in collaboration with fellow department members to fulfill the mission of the Audience Development Manifesto.
6. Keeps all social media platforms up-to-date with new designs and upgrades pushed out by companies.
7. Tracks social media influence measurements, partnering with other departments to ensure proper online messaging and relevancy to ensure consistency of messaging across multiple networks; prepares reports on usage statistics and monitors all sites.
8. Assists with monthly e-newsletter.
9. Assists with updating content on web.
10. Assists in managing Media block of tickets, writing press releases, letters, emails and other documents for the PR office.
11. Acts as secondary media contact for all departments.
12. Assists in tracking media coverage through Meltwater News.
13. Keeps press kits and publicity information updated and stocked.
14. Assists with press events during opening weekends and as needed throughout the year.
15. Supports on-site video and audio tapings and interviews, and assists in supplying video news releases to media.

OTHER JOB DUTIES:

1. Takes on special projects as they arise.
2. Attends Tessitura Task Force, Web Marketing and Facebook monthly meeting.
3. Assists marketing team with other duties as assigned.
4. Performs work in a manner consistent with OSF Mission, Values and Vision and Company Handbook, including a commitment to diversity and inclusion.

RELATIONSHIPS:

Reports to: Media and Communications Manager

MINIMUM QUALIFICATIONS:

Education: College degree in Communications, Public Relations, Journalism, New Media or Marketing; four years experience in these areas could be considered in lieu of college degree.

Work Experience: One year of experience in social media coordination and public relations, journalism, or marketing required. Experience in arts organization and non-profits a plus. Facility and experience with reporting on basic web analytics. Expert knowledge of and experience with social networking channels required. Ability to translate English to Spanish for PR and Marketing communications and publications is required. Ability to converse fluently in Spanish preferred. Experienced with on-camera interviews in English or Spanish a plus.

Computer Skills: Expertise in MS Office Suite, Word, Excel, and ability to learn ticketing software and new social media platforms a must. Expert knowledge of Facebook, Twitter, YouTube, and HootSuite are required. PhotoShop skills are a plus.

Physical Ability: Ability to lift up to 30 pounds; be able to sit for long periods in front of computer.

Other Ability: Strong writing, communication and interpersonal skills; ability to maintain a positive work atmosphere by behaving and communicating in a manner that facilitates good relationships with co-workers, management, patrons, press and community members; demonstrates organizational ability, flexibility and initiative; ability to work occasional evening and weekend hours. Fluency in conversational Spanish and ability to translate English to Spanish for PR and Marketing communications and publications is required.

Non-exempt position: 6/19/13