

Creative Content Manager

Department: Marketing

Reports to: Director of Marketing and Communications

Direct reports: N/A

Classification: This is a full-time, exempt (salary) position

Compensation: \$55,000 annually, plus an array of benefits including health and dental insurance.

How to apply: Please submit resume and cover letter to human.resources@longwharf.org. Include in the subject line "Creative Content Manager"

The Invitation:

Long Wharf Theatre is a gathering place dedicated to producing boundary-breaking theatre with and for its kaleidoscopic communities. We believe that theatre is for everyone, and that art and activism can live side by side. We are committed to building artistically innovative theatre with, for, and by the greater New Haven community. Long Wharf Theatre seeks a talented, Creative Content Manager to craft, design, and edit marketing content that engages and inspires audiences across Greater New Haven and deepens connections between our community and our programming. As a member of the marketing and communications team, the Creative Content Manager will help shape Long Wharf Theatre's storytelling and provide graphic design, social media, and video support that promotes productions, programs, and community outreach initiatives.

The Work Environment and Culture:

The leadership at LWT cares deeply about staff culture and development. Members of the LWT staff are encouraged to engage in courageous conversations within departments and interdepartmentally. There is a belief within the organization that great art comes from great relationships. LWT supports and cares for team members as a reflection of the quality of artistic exploration on our stages.

The Duties (including, but not limited to):

- As a member of the Marketing / Communications / Audience Services team, work collaboratively and creatively to achieve goals and objectives, including earned revenue targets
- Oversee social media calendar and build compelling social content to encourage action (buying tickets, becoming a member, joining an event, etc.)
- Design and execute content marketing strategies for Long Wharf Theatre shows and events
- Work closely with the Development, Artistic and Production teams to brainstorm creative marketing ideas and build engagement opportunities
- Gather content from Long Wharf Theatre audiences, members, supporters, and the Greater New Haven community to sharpen and strengthen our storytelling
- Set and manage an editorial calendar for the Long Wharf Theatre blog, writing articles and working with outside contributors
- Craft Long Wharf Theatre email communications and analyze results to inform best practices
- Work alongside freelance graphic designers and artists to complete in-house design projects (examples: flyers, coupons, social media content, digital ads)
- Capture photo and video content and assist with editing and publishing
- With the Development team, create impact reports and publications to showcase Long Wharf Theatre's accomplishments
- Represent Long Wharf Theatre at community events, as needed
- Participate in staff, department, and cross-functional meetings and workgroups

Skills & Expertise Needed:

- Commitment to working within an organization dedicated to advancing anti-racism, gender equity, and radical inclusion
- Comfort with cross-departmental collaboration and internal communication is essential
- Excellent writing, copy-editing, and proofreading skills, with attention to detail
- Experience managing social media platforms for a brand, organization, or business
- Graphic design experience preferred; video filming/editing and audio editing experience a plus
- Ability to maintain multiple projects simultaneously and successfully meet deadlines
- Desire to work independently and collaboratively with a team
- Creative, solution-oriented approach to work
- Attend anti-racism, anti-harassment, and safety trainings.
- Provable eligibility to work in the US.

Experience Needed:

- 3-5 years of experience in social media, graphic design, marketing content creation.
- We understand that people gain skills through a variety of professional, personal, educational, and volunteer experiences. If you believe you have the transferable skills necessary to fulfill the responsibilities of this role, we encourage you to apply.

Full vaccination against COVID-19 is required as a condition of employment.