



**Title:** Digital communications specialist      **Division/Department:** Communications

**Reporting To:** Communications director

FLSA Classification:  Exempt       Non-Exempt

Employment Type:  Full Time       Part Time       Intern       Contract

### Position Summary

The digital communications specialist is responsible for execution of all digital marketing elements, including but not limited to email, display advertising, graphic design and social media marketing. The digital communications specialist stays up to date on news and trends in digital marketing, has a passion for graphic design and the ability to multitask with competing deadlines.

### Duties & Responsibilities

- Responsible for creating and designing all printed and digital communication and marketing materials with FFTC coordination
- Assist in the development of Carolina Theatre’s social media strategy and implement plans across all platforms
- Responsible for the day-to-day editing and posting of Carolina Theatre’s website, Facebook, Instagram and other social and digital communications channels, including designing all visual elements
- Responsible for monitoring and engaging on social media and other platforms
- Maximize search engine optimization for Carolina Theatre website
- Ensure that all digital displays are up to date
- Design all in-house digital advertisements, announcements and promotions
- Works with Box Office manager for on-sale announcements, ticketing website cohesion, calendar listings and all external information about the venue
- Manage all email marketing campaigns through our email marketing system
- Facilitates street marketing efforts
- Nightly event support
- Other duties as assigned

*This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required for the position. Other duties, responsibilities and activities may change or be assigned at any time with or without notice.*

### Job Qualifications

- Bachelor’s Degree preferred in journalism, communications, public relations, visual design, marketing or related field
- Extensive social media/ digital marketing experience
- Graphic design experience required

- Adobe Creative Suite knowledge and experience is required
- Understanding of SEO strategies and tactics
- Experience with website content management systems, such as Wordpress, and social media management systems, such as Sprout Social
- Strong communication written and verbal communication skills
- Ticketmaster experience preferred
- Experience creating content for social media platforms, including video
- Ability to flexible hours, including nights, weekends and holidays in team rotation schedule
- Other duties as assigned

**Along with your cover letter and resume, please submit a link to your portfolio or attach it in your email. As a substitute, you may also submit links to professional social media postings or designs you created.**