



POSITION: Digital Content Manager

FLSA CLASSIFICATION: Full Time - Exempt

REPORTS TO: Director of Communications

PURPOSE:

The Digital Content Manager will support the execution of South Arts digital communications strategies through social media, email, websites, and other digital tools/services.

POSITION OVERVIEW:

Reporting to the Director of Communications, the Digital Content Manager will handle the implementation of South Arts digital communications needs. As South Arts commands an expanding portfolio of programs engaging a more diverse constituency, South Arts needs to increase the capacity of the communications department to ensure we are effective in our work. This requires a thoughtful and strategic increase of our digital communications through social media platforms and advertising, email newsletter and list management, and website content as well as other digital outlets. Working with the Director of Communications, this position will help South Arts advance our mission, organization, and programs as we recruit and retain constituents as program participants and stakeholders for South Arts.

This position will be responsible for maintaining our presence on Facebook, Twitter, Instagram, and LinkedIn (and expanding to other social media networks as feasible). South Arts is in the process of implementing Salesforce as an organization-wide tool and CRM along with Pardot as our primary email and communication tool. Our website is hosted on the Drupal platform. The successful candidate will have experience with these (or similar) services.

A successful candidate will have rich creativity, strong writing and creativity skills, an understanding of visual content/design, and a command of digital technology.

RESPONSIBILITIES:

- Manage South Arts presence on social media (currently Facebook, Twitter, Instagram, LinkedIn) and other online presences, including posts/stories, advertising, and interactions.
- Update and maintain content on South Arts webpage, including program/grant information/deadlines, award recipients, news/updates, and other content as needed.
- Develop and implement email updates to constituents through Pardot and Salesforce, including process-based automation and timely regular updates.

- Provide feedback, updates, and recommendations to Director of Communications based on analytics and performance of these strategies.
- In coordination with the Director of Communications and the Design Manager, assist with the development and management of South Arts library of photos, videos, and other stories.
- Provide recommendations for recruiting new constituencies and maintaining existing constituents using our existing services, and help identify new tools/services/platforms that may benefit South Arts and our stakeholders.
- Serve as an integral part of the Communications department and work cross-departmentally with other members of the South Arts team as needed.
- Stay current in trends, tools, and services requisite to the field of digital communications.

EDUCATION:

- Bachelor degree in a relevant field is preferred.
- Additional certifications considered a plus

EXPERIENCE:

- At least 3 years of experience in communications. Background in nonprofits, arts, culture, or digital media preferred.
- Bachelor's degree, preferably in a field of study related to arts, arts administration, communications, or digital media.
- Excellent written, oral, and visual communications skills.
- An understanding of social media management, including Facebook Business Suite, Twitter, LinkedIn, etc.
- An understanding of CRMs and email marketing services (Salesforce and Pardot preferred).
- An understanding of website management and maintenance (Drupal, HTML, CSS, and similar languages/services preferred).

Knowledge:

- Advanced knowledge and understanding of MS Office 365, especially these applications:
 - Outlook – scheduling meetings, managing calendars, use of rooms and other advanced functions; also managing, importing and exporting contacts; task management
 - Word – document formatting, review options/tracking, mail merge, layout options
 - Excel – spreadsheet creation; column and row formatting; data sorting; page formatting, including borders, gridlines, and use of headers and footers

Other Requirements:

- The position will be based at the South Arts office in Atlanta
- This position may travel up to 5% of time as needed

Physical Requirements:

- Sedentary work - Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time.
- The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading; visual inspection involving small defects, small parts, and/or operation of machines (including inspection); using measurement devices; and/or assembly or fabrication of parts at distances close to the eyes.
- Use of fingers - Picking, pinching, typing or otherwise working, primarily with fingers rather than with whole hand or arm as in handling.

SALARY AND BENEFITS:

Salary – Starting at \$47,500. Negotiable based on professional experience.

Benefits – South Arts offers an excellent benefits package that includes health, dental, and life insurance; long-term and short-term disability; vacation; paid holidays; and a 403(b) plan with company match.

APPLICATION SUBMISSION: Deadline: Open until filled

Email resume and cover letter to:

Attn: Human Resources

E-mail to: hr@southarts.org

South Arts' mission is advancing Southern vitality through the arts. South Arts is a non-profit regional arts organization founded in 1975 to build on the South's unique heritage and enhance the public value of the arts. South Arts' work responds to the arts environment and cultural trends with regional perspective. South Arts' offers an annual portfolio of activities designed to address the role of the arts in impacting the issues important to our region, and to link the South with the nation and the world through the arts.

The organization works in partnership with the state arts agencies of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee. It is funded by the National Endowment for the Arts, member states, foundations, businesses, and individuals.

For more information about South Arts, please refer to our website at www.southarts.org.

EQUITY STATEMENT:

South Arts is an inclusive employer and adheres to Equal Employment Opportunity Commission standards. South Arts does not and shall not discriminate on the basis of race, color, ethnicity, national origin, religion, age, disability, genetic information, gender, gender expression, sexual orientation, pregnancy, marital status, military status, economic status, or geographic location in any of its activities or operations.