



## **APOLLO THEATER FOUNDATION, INC.**

**JOB TITLE:** Social Media Manager  
**DEPARTMENT NAME:** Public Marketing and Communications  
**LOCATION:** New York, NY  
**REPORTS TO:** Senior Director of Marketing and Communications

### **Primary Responsibility**

The Social Media Manager plays a leading role in developing Apollo Theater's voice. Primary responsibilities include leading strategy and execution across our channels and ensuring our social media activity is contributing positively to the Theater's strategic initiatives, building, expanding and sustaining relationships with new and diverse audiences, and deepening engagement with existing fans of the Apollo Theater.

The Social Media Manager collaborates closely with other members of the Marketing & Communications Department, as well as with colleagues across the organization and artistic, educational and community partners.

### **Essential Job Functions**

- Build and maintain digital communities across key social media networks.
- Create, develop and edit compelling, high-quality social videos with focus on graphics, text and animation.
- Assist in the development and maintenance of the social media calendar, updating the calendar with relevant cultural events and significant information.
- Communicate with marcomm and programming members to produce and publish time-sensitive content in a prioritized manner.
- Monitor industry trends and stay on top of latest social media innovations.
- Monitor social media networks for breaking news and viral content.
- Demonstrate a deep understanding of key social networks and algorithms, which inform our success on these networks through weekly reports and daily analysis.
- Identify and adapt to updates in audience behavior and social media algorithms to enhance performance.
- Work closely with teams across the organization, including Programming, Marketing, and Communications to ensure consistency and cohesive strategy.
- Work with photographers, videographers and graphic designers to create original content.
- Assist marketing department with copy drafting, asset selection, content publishing and data reporting for campaigns.
- Research and understand the brand, voice and tone of the organization.
- Cover live events from a perspective aligned with the Theater's identity and up to the standards of our social media protocol.

### **Experience:**

- Bachelor's degree required.
- 2-3 years of experience in reviewing, scheduling, or publishing social content for a brand, influencer, or digital publisher.

- Passion for arts and culture.
- Ability to predict, anticipate, and respond to trends and engaging moments on various social platforms.
- Developed eye for catchy and interesting content that can elevate social traffic and overall community engagement.
- Strong written communication skills and the ability to craft engaging and thoughtful copy.
- Strong time management, critical thinking, and communication skills
- Working knowledge of Photoshop.
- High-level command of social platforms and industry-standard publishing tools.
- Experience with video and photography.

***To apply, send cover letters, resumes to [Human.Resources@apollotheater.org](mailto:Human.Resources@apollotheater.org)  
Please include the job title in the email subject.***

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.