



## ***Social Media Manager***

Louisiana Stars Drum and Bugle Corps is seeking a creative and visionary content producer to manage the digital presence of the organization and connect with our fans, donors, and the drum corps community around the country.

The Louisiana Stars Social Media Manager creates and executes content across all corps social media platforms to tell the story of the corps as a member of the media team. This team member is responsible for creating social commentary that highlights the general projects of the Louisiana Stars. The Social Media Manager works closely with the Director of Media and the corps media team to create innovative solutions to illustrate content. A candidate for this position should have keen knowledge of social media outlets and stay up to date with current trends. They should have an eye for visual communication and design and are familiar with basic graphic design tools, such as Adobe Photoshop, Illustrator, and InDesign. The Social Media Manager will have an amazing opportunity to travel the country, hone their artistic skills in real-world experiences, and build their portfolio of published material.

### **Responsibilities**

- Works in concert with the Director of Media, the corps media team, and the corps administrative team
- Work independently and in team environment to accomplish assigned tasks and projects
- Create and manage a content calendar
- Manage simultaneous project tasks and deadlines
- Create "on trend" and emotionally compelling content for a variety of audiences
- Be integral component in creating assigned content from conceptualization to delivery
- Produce high quality content on all assigned projects
- Research technology solutions that can add value to the organization's mission
- Other responsibilities as they develop, based on interest areas and organization needs

## Requirements

- In pursuit of or obtained a higher education degree in mass communication, business, digital media, journalism, English, or a related field OR relative applicable experience
- Understanding of internet trends and technologies
- Skill in identifying, tracking, and analyzing trends as they appear on social channels
- Proficiency in Adobe Photoshop, Illustrator, and/or InDesign preferred
- MUST have necessary equipment (laptop and smartphone)
- MUST be highly motivated and self-starting as well as have a strong work ethic
- MUST have effective interpersonal communication skills, possess a sense of humor, and enjoy working with a diverse group of personalities
- MUST be open to feedback, with strong desire to develop professional skills
- MUST be highly organized, detail oriented, punctual, and flexible
- MUST be able to prioritize and manage multiple tasks under tight deadlines

## Location and Schedule

Upon acceptance of this position, it is preferred that the Social Media Manager be present at the monthly preseason camps in Lafayette, LA. Should travel to these camps be financially or physically unfeasible, alternate arrangements can be made. The Social Media Manager will be expected to be with the corps full time from the start of Move Ins in late June until the end of Championship Week in early August.

## Compensation

The Social Media Manager is an independent contractor position that is hired "at will" with the Louisiana Stars Drum and Bugle Corps. This position is compensated based on experience and budget. Additional compensation for their time with the corps includes travel (conditional), housing, transportation, and food.

## Application Process

Please submit your resume, short cover letter, and samples of your work to [media@louisianastars.org](mailto:media@louisianastars.org). Any questions may also be addressed to Media Director Taylor Dizor at [media@louisianastars.org](mailto:media@louisianastars.org).

As a part of the evaluation process, applicants may be subject to an in-person, phone, or video call interview. All staff members of Louisiana Stars Drum and Bugle Corps are subject to a criminal background check.

*All qualified applicants will receive consideration for this position without regard to race, color, sex, age, national origin, religion, disability, veteran status, sexual orientation, marital status, citizenship, or any other protected status. The Louisiana Stars Drum and Bugle Corps offers equal opportunity and treatment to all who apply and is committed to diversity.*