TheWesternStage

Social Media Coordinator

The Western Stage (TWS) is a theatre program in residence at Hartnell Community College in Salinas, CA. We produce 6 shows annually between April/May and November/December each year. We are not a union theatre, but we do engage professional guest artists including AEA actors who work beside community and student talent. We best serve the next generation of theatre artists, especially folx who are seeking CV building opportunities. We strive to mirror the rich diversity of theatre artists that enrich our profession and we encourage applicants of all ethnicities, gender identities, and ages, as well as with disabilities, to submit their interest & application.

**As TWS strives to broaden its reach into the diverse communities in Monterey County, all departments will also diversify its members so our teams reflect the audiences we are working to attract and welcome, many of whom will have a first experience of theatre/live performance at Western Stage.*

Internship or Employment as a seasonal, part-time Hartnell College Professional Expert and is supervised directly by TWS' Marketing Staff and generally by TWS Artistic Director.

Position Overview:

This position ensures TWS' strong, frequent and consistent public presence through creative, eye-catching and intriguing content posted on multiple social media platforms resulting in increased awareness of the program and ticket sales. This position collaborates with TWS Marketing & Communications Staff and may include additional duties not listed that will not exceed 1-2 hrs of the weekly schedule.

Principal Responsibilities:

- Review Social Media posts from Company Members to ensure that they comply with TWS policies and production licensing.
- Create regular & engaging **Social Media Content** on all TWS platforms
    - Requires adherence to TWS policy, licensing and approval with Marketing/ Communications Coordinator before posting to ensure cohesive branding and official image for TWS
    - Requires taking/obtaining candid photos during TWS activities (including daytime tech builds or load-ins and evening rehearsals) in collaboration with Marketing/Communications Coordinator, Stage Management and other TWS staff

- **Check in weekly** with Marketing & Communications staff about progress in social media content & engagement

Work Experience:

For employment: 2 years prior employment experience with Social Media for Businesses and working knowledge of Public Relations, Marketing, Advertising and/or Graphic Design. Working knowledge of Theater Operations.

Internship available and dependent upon resume & experience with Social Media.

Qualifications/skills: Extensive knowledge of Microsoft, Google Drive, Adobe Suite, Illustrator, MailChimp, Facebook, Instagram, Twitter, Tik Tock, etc.. Basic math skills.

Physical Work Environment:

- Hybrid remote & on-site. *Archive & Social Media office is on Hartnell's Main Campus (Salinas);
- On-site office is shared with the Marketing/Communications Coordinator and holds TWS' archive materials (photos, videos, slides, printed materials, etc.).
- TWS resides in a performing arts venue that was built in 1974 that is maintained by Hartnell College. While most rooms in the venue are accessible, the distance between house seats and the stage is accessed by stairs in both theaters.
- The flooring in the venue is a combination of linoleum, tile, wood and cement and the surfaces of the two stages are painted masonite that may be uneven.
- The HVAC system was updated when the building was renovated in 2023, but the temperature inside is centrally controlled and can fluctuate.
- Lighting in the building is primarily overhead fluorescent fixtures.
- Because of the nature of theatre production, the sound level in rehearsals and performances may become loud and there may be flashing lights and stage fog/haze.
- Backstage areas are dark, and at times dimly illuminated.
- Archive materials may weigh up to 35 pounds and may be stored in overhead bins/shelves that require ladders.

Schedule: Average weekly schedule is 15-20 hrs/wk. Can be primarily remote, but requires a minimum of 1-2 on-site work at rehearsals, performances, and/or other TWS events in order to obtain candid photos, interviews, stories, etc.; and to digitize/pull archive materials. TWS production season runs annually from Mar/Apr - Nov/Dec.

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Compensation: $17 –25/hr, up to $1500/month based on previous experience & facility with social media content creation and the quantity/quality of content posts. Timecard & Deliverables report required.

Application Process

Please send resume/CV to TWS Artistic Director, Melissa Chin-Parker (mchin@hartnell.edu). No phone calls, please. Interviews will be over Zoom. Reference Check required. Open until filled. For more information on The Western Stage, please visit our website at www.westernstage.com