

Friday Futures — Nonprofit Marketing Jobs

February 10, 2012

1. Editorial Intern
2. Website and Social Media Manager

1. Editorial Intern
Cloud Tiger Media
Telecommute

THE COMPANY - CLOUD TIGER MEDIA

In February 2012, veterans of The Onion, MoveOn, and Facebook are joining together to launch a viral media startup that will spread important, compelling ideas to hundreds of millions of people online and make being a progressive fun again. We have a plan to make sure that progressive messages get out online, but we need smart people to help us make it happen and are looking for a couple of fiercely intelligent, hard-working, impressively creative, technically savvy Interns to help get it off the ground.

JOB DESCRIPTION: EDITORIAL INTERN

Interns will be involved in many aspects of the project, from helping to curate content to helping build web tools for our amazing community of volunteer editors. You'll work directly with the project's leaders. You'll never have to get us coffee, but you should be ready and willing to work hard to make the project's vision a reality.

SKILLS REQUIRED

- Great writing ability
- Deep understanding of social media--if you have a great blog or Twitter feed or well-curated Tumblr with a dedicated following, that's a good sign.
- Basic HTML and photo-manipulation skills. User experience, graphic design, and programming chops are all big plusses.
- Ability to manage complex projects and hit deadlines.
- Self-manager and self-starter.
- A sense of humor.

LOCATION: Anywhere. We have a virtual office, and collaborate online.

STIPEND: \$1,000/month (plus great experience).

START DATE: As soon as possible.

END DATE: June 30, 2012 (but may be extended indefinitely if it works out).

TO APPLY: Send a cover letter, a resume, and three amazing things you found online to cloudtigerjobs@gmail.com. We are an equal opportunity employer.

2. Website and Social Media Manager

American Conservatory Theater

San Francisco, CA

The Website & Social Media Manager is part of the Marketing & Public Relations team and creates, implements, and maintains the design and content on the A.C.T. website and social media outlets, as well as consults with the department senior manager on online strategies. The Manager works closely with multiple departments to support the organization's mission, vision, and values and to develop online communications tactics that enhance positive internal and external awareness of A.C.T. including main stage productions, second stage productions, fundraising efforts, and conservatory programs. The successful candidate will develop and implement an online strategy that includes social networking, analytics, advertising, and online content. This person will ensure delivery of high quality information and projects that furthers sales, customer satisfaction, marketing and educational efforts, and also drive traffic to the website and build visitor loyalty.

Job responsibilities include:

- Using HTML/CSS skills, create and implement new pages, images, and forms for the website as needed to support print collateral and current initiatives and events across all departments.
- Work with the Director of Marketing, Copywriter, and Marketing Project Manager to schedule, create/build, and send all email communications that come from A.C.T.
- Work with other departments to develop and implement fresh content for the A.C.T. website, blog, and various social networking sites including: event information, program information, conservatory information, interactive and lead generation projects, and fundraising information.
- Track website analytics and monitor patron response to email campaigns in order to measure effectiveness and make changes as needed.
- Maintain the structure and design of the A.C.T. website (voice, tone, and style according to established style guides and design rules) and ensure that the user experience is optimized through navigation, page design/layout, and strategically designed landing pages.
- Maintain the constituent database, including tasks such as: segmenting patrons according to interests, building email recipient lists, and implementing strategies that will grow our database.
- Work with the Director of Marketing and graphic design team to create images for the website and for online advertising campaigns that reflect our marketing goals and the A.C.T. brand.
- Manage A.C.T.'s presence on social networking websites and location-based social networking websites (Facebook, Twitter, Foursquare, etc.) and implement marketing strategies that encourage users to engage with A.C.T. online.
- Monitor A.C.T.'s performance in both paid search advertising and in the natural search engine listings and implement changes as necessary to ensure that the A.C.T. website is performing optimally.
- Actively stay up-to-date on emerging trends in technology and web best practices, including those related specifically to non-profits and the performing arts.

Minimum Qualifications

- Bachelor's degree in a related field.
- Three or more years' experience in website content management and creating content (copy, images, template building) for online marketing campaigns.
- Working knowledge of HTML/CSS and Javascript, web content management systems, Adobe Creative Suite (Dreamweaver, Photoshop, and InDesign in particular), experience working with Flash, online video best practices, and Convio highly desirable.
- Familiarity with practices of Google AdWords, Yelp, Facebook, Twitter, Foursquare, and web analytics.

- Demonstrated project management skills, strong analytical, organizational, and time management skills, as well as excellent interpersonal skills.
- Must be capable of working independently within a fast-paced, dynamic, team-oriented environment.
- Familiarity with online campaigns for local or national non-profit or entertainment organizations highly desirable.

Deadline: Review of applications will begin immediately; position open till filled.

Electronic submissions preferred. Application should include cover letter, resume, work samples including campaigns, case studies, and salary expectations:

Website and Social Media Manager Search

A.C.T.

Attn: Human Resources

30 Grant Avenue

San Francisco, CA 94108-5834

OR

Via e-mail at hr@act-sf.org