

## **Digital Media Manager Position Description**

This position manages the creation, production, and distribution of all media, print and digital. This position is responsible maximizing BurlyCon's online presence and maintaining a consistent, engaged presence. This position supervises a team of social media volunteers and actively engages the larger community to feel empowered, engaged, and invested in the presence and impression of BurlyCon.

Position reports to Director of Communications.

### **Duties**

The Digital Media Manager is responsible for executing the digital media plan and editorial calendar in consideration of project milestones. Through execution of the Integrated Plan, they increase online engagement pre-event 10% from 2017, registration and attendance rates during event 10% from 2017, and positive evaluations post event 10% from 2017. The Digital Media Manager builds, manages, guides, and appreciates a multi-disciplinary team of volunteers to execute the plan.

In addition to these general responsibilities, the Digital Media Manager executes the following specific tasks:

#### BRAND, MESSAGE, and QUALITY

- Maintain adherence to brand guidelines and brand voice across committee. Actively and fiercely monitor brand use in public across all social media platforms and enforce guidelines as needed.
- Confirm all outward-reaching content is on message with BurlyCon mission and vision, and that it is accurate, edited, and correct.

#### WEBSITE MANAGEMENT AND DEVELOPMENT

- Ensure and increase functionality, ease of use, and positive user experience with WordPress sites BurlyCon.org, BurlyCon.com, and BurlesqueFests.com.
- Maintain updated content including sponsor and advertiser presence, RFP's and applications, Blog, Press Page, and community forums.
- Work with Graphic Designer to maintain on-brand image in all web graphics.
- Liaise with internal teams such as Programming, Administration, and IT to ensure consistent accuracy of materials and functionality of sites.
- Work with Web Designer as applicable to integrate any web updates or upgrades.

#### SOCIAL MEDIA PRESENCE

- Create and execute editorial calendar of social media presence across major Internet platforms including Facebook, Instagram, Twitter and Pinterest. Integrate with new technologies as relevant to serve our outreach goals.
- Manage and cultivate positive engagement across all platforms.

- Moderate posts on the BurlyCon Message Board on Facebook.

## DIGITAL MEDIA

- Manage the publication of all constituent correspondence including e-mail newsletters.
- Create and execute digital media and archives strategy including the generation, use, and storage of all Images, Photography, and Video related to BurlyCon. Contract and manage onsite photographers and videographers, store and use images in accordance with plan. Maintain accessible indexed archives for use in marketing and promotions. Protect copyrights.
- Build YouTube Channel including internal content and linked (relevant) content; integrate with website, explore monetization possibilities including subscription, advertising, pay-per-view, etc.

## TEAMBUILDING

- Build, train, appreciate and retain Social Media team. Document all procedures and contacts and make accessible to entire team and Board.

### **Requirements**

- Proficient in Internet and computer technologies, access to printer
- Proficient in social media management systems such as Hootsuite.
- Has computer, mobile phone and is reachable day and night.
- Available year-round, average hours are 4h/w and 8h/d during the 5-day event. Must be able to attend monthly committee meetings (2<sup>nd</sup> Monday 6pm PST) in addition to work hours, and be present onsite Wed-Sun the weekend of the convention.
- Direct and prompt communication, excellent follow-through.
- Passion for BurlyCon's mission

### **Experience**

- Web and Social Media management experience.
- Experience with communications and new media.
- Understanding and appreciation of the national Burlesque community
- Intuitive understanding of organizational brand and position within the larger Burlesque Community.
- Volunteer Coordination.

### **Compensation**

- Annual stipend of \$1000. This is a contractor position. Person is responsible for all taxes, filing, etc.
- One convention pass (valued at \$425) for Manager
- One shared hotel room for Manager and Social Media Volunteers

- Convention Parking Pass

BurlyCon is a federally recognized 501(c)(3) not-for-profit arts organization dedicated to providing education about Burlesque as an art form. Founded in 2008, the organization holds an annual educational and social convention in the Seattle area providing classes, workshops, social events and community development opportunities for Burlesque performers, fans, and aficionados. The organization is run by a 9-member volunteer Board Of Directors comprised of Burlesque entertainers, producers, and fans. The annual convention is produced by an international, 40-person, mostly volunteer Steering Committee.

It is the policy of BurlyCon to provide equal contractor opportunity to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status.