

Social Media Specialist

Applications accepted until position is filled.

Start Date: Immediate

Part Time

Location: Hybrid (Remote work primarily but must be available to attend events.)

Charlottesville Opera is seeking a **Social Media Specialist** who can blend creativity with strategy to craft compelling social media content that entertains and educates audiences while driving engagement. The Social Media Specialist will navigate the latest social trends, optimize content across multiple platforms, and play a key role in shaping digital marketing strategies for the company.

Hours: Flexible. Guaranteed 10 hours per week and during the busy summer season (May 28 – July 14) up to 30 hours per week. **Pay:** \$20-\$22 per hour depending upon experience. This is a 1099 position.

What You'll Do

- Develop and execute social media strategies across **Facebook, Instagram, TikTok, BlueSky, and Google Business** with the opportunity to touch other social media platforms
- Create compelling content that aligns with Charlottesville Opera's season and marketing campaigns
- Launch social ad campaigns, to reach new customers and sell tickets to events
- Identify and incorporate trending topics that fit within the opera's mission and purpose.
- Manage and schedule daily posts across multiple channels
- Monitor social media analytics, interpret data, and optimize campaigns for success
- Research and implement the latest social media integrations to enhance reach and engagement
- Work proactively and adapt quickly to company needs and evolving social media trends
- Collaborate with the marketing team to ensure consistency across digital and traditional marketing strategies
- Attend Charlottesville Opera rehearsals and events to take photos and post live content

What You Bring

- A Bachelor's degree in Marketing, Communications, PR, or a related field
- 2+ years of experience in digital marketing and social media, with a proven track record of growth
- Expertise in applications of social platforms (Facebook, Instagram, YouTube, LinkedIn, TikTok, Pinterest, etc.)
- Familiarity with graphic design fundamentals and use of Canva or other design software to create captivating and engaging imagery
- A keen eye for photography and experience taking photos for digital content
- Strong understanding of digital & content marketing, social media trends, and emerging platforms
- Ability to analyze metrics and adjust strategies for maximum impact
- Residence in close proximity to Charlottesville and transportation to attend opera events.

Applicants should send a resume and letter of interest to Leanne Clement, Leanne@charlottesvilleopera.org