



DIGITAL CONTENT MANAGER

JOB DESCRIPTION

P.S. ARTS is dedicated to improving the lives of children by providing arts education to underserved public schools and communities.

*P.S. ARTS encourages all employees to feel empowered by and model the Organization's values:
Creativity, Community, Equity, Innovation & Excellence.*

Reports To:	Associate Director, Communications
Location:	Hybrid: Work-From-Home and P.S. ARTS Office, Los Angeles
Schedule:	Office Hours 9 _{AM} – 5 _{PM} , but must be able to work some nights and weekends
Designation:	Full-time, Exempt
Salary Range:	\$58,240 - \$62,400 <i>Salary adjustments are dependent on performance, cost-of-living and the Organization's budget</i>
Benefits:	Medical, Dental, Vision, Life and Disability, 401k (unmatched) and FSA eligible

Position Summary:

The Digital Content Manager (“Manager”) will be responsible for P.S. ARTS’ online presence, including web content and social media, as well as other digital projects. The Manager will produce regular, high-quality multichannel content that reflects P.S. ARTS’ mission, advances organizational goals, and aligns with the P.S. ARTS brand.

The Manager will also work cross-department to support the execution and creation of video projects including, but not limited to, ideation, filming, onsite support, and video editing.

The Digital Content Manager’s goal is to execute strategies and develop metrics that enhance P.S. ARTS’ digital presence with content and deliverables that inspire, influence, and inform P.S. ARTS’ audiences.

Experience, Skills & Abilities

- 2+ years of demonstrated experience in digital marketing and social media management.
- 2+ years of demonstrated experience in photo/video editing and video production.
- Excellent oral and written communication skills and an ability to produce original content.
- Excellent organizational abilities, including ability to prioritize deadlines and assignments.
- Excellent video production and editing skills; experience with design, preferred.
- Fluency across a variety of social media channels; experience with Google Analytics.
- Fluency across a variety of creative-based software i.e., iMovie, Adobe Creative Suite, Canva etc.
- Bilingual English/Spanish, preferred.

Essential Functions & Tasks:

- Promote P.S. ARTS’ mission, programs, and events across all digital strategies;
- Conceptualize and execute social media campaigns;
- Adhere to a regular publishing schedule across all platforms;
- Collect, edit and manage all digital assets (content, images, video, etc.);
- Oversee all digital assets to ensure quality, brand consistency and alignment with P.S. ARTS’ mission/objectives;
- Create content, as needed, and identify (and pursue) opportunities for content creation;
- Establish effective and measurable goals to increase P.S. ARTS’ audience base and build a loyal following across all platforms;
- Monitor, interpret, and communicate metrics, content performance, and online engagement;
- Increase digital accessibility to website and web content;
- Oversee and support the production of video projects (filming, editing, etc.); and

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- Maintain P.S. ARTS' website – ensure timely updates and review content regularly for inconsistencies and outdated information.

This description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of this position. Descriptions may change in response to Organization need at the discretion of the CEO.

Position Attributes

- Detail-oriented with attention to process
- Efficient while working with minimal supervision against deadlines
- Interpersonal & customer service skills
- Interest in digital accessibility and the user experience

This position requires a highly self-motivated, creative individual with experience and a passion for connecting with people through arts and education.

Performance Management:

All P.S. ARTS employees take part in a comprehensive performance management program including weekly department meetings along with one-on-one meetings with their supervisor to track progress on goals, a mid-year check-in and an end-of-the-year performance review.

Working Conditions:

- View LCD screens for long periods of time.
- Frequent work with video equipment and a comfort with recording and/or being recorded.
- Bend, twist, reach, stand and/or sit for long periods of time.
- Lift, push, pull or carry supplies, equipment, instruments or classroom furniture up-to 40lbs.
- Travel and attend meetings and events outside of your regular worksite, which may require occasional use of a motor vehicle for transportation to other locations. Due to responsibilities requiring travel to locations not easily accessible by public transportation, driving may be an essential job responsibility for this position. Mileage reimbursement is provided.

How to Apply:

Please submit a [resume, cover letter, and portfolio or samples](mailto:jobs@psarts.org) to jobs@psarts.org

Subject line: Digital Content Manager

Phone and in-person or virtual interviews will be scheduled on a rolling basis until the position is filled.
PLEASE NO HARD COPIES OR PHONE CALLS.

COVID-19 Considerations:

All P.S. ARTS employees are required to be vaccinated and submit documentation of proof. Safety precautions will be taken in accordance with P.S. ARTS' COVID-19 Prevention Program and Safety Plan.

P.S. ARTS is dedicated to better reflecting the communities we serve. P.S. ARTS is actively taking steps to meet our commitment to diversity and to building an inclusive environment for people of all backgrounds and ages. We especially encourage members of historically underrepresented communities to apply for this position, including women, people of color, LGBTQ people and people with disabilities.