



425 Lafayette Street  
New York, NY 10003

## Digital Engagement Associate

Reporting to the Social Media Manager, the Digital Engagement Associate provides project support to the Digital Engagement team, primarily by assisting in the on-going implementation of The Public's social media and digital strategy (both paid and organic).

The Public is a cultural institution dedicated to upholding principles of diversity, equity, and inclusion. The ideal candidate must be willing to investigate how those principles apply in the context of marketing and communications.

The Public is committed to creating a diverse and inclusive environment and is proud to be an equal opportunity employer. Applicants from populations underrepresented in the theater field are strongly encouraged to apply. All qualified applications will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, familial status, sexual orientation, national origin, ability, age, or veteran status.

*Please note: if you previously applied for the Temporary Digital Engagement Assistant position, please re-send your materials and indicate as such. You do not need to submit a new cover letter.*

### Responsibilities

- With supervision from the Social Media Manager, maintain the social media content calendar. Draft, schedule, and post Facebook, Twitter, and Instagram content in accordance with the calendar; coordinate with stakeholders on copy, assets, and approvals as necessary.
- Monitor social channels and respond in accordance with institutional priorities and community management best practices.
- Directly responsible for managing Tumblr and YouTube accounts including uploading and captioning content.
- Generate weekly CRM lists for paid social media campaigns. Support the Social Media Manager in the monitoring and development of all paid digital campaigns.
- Request and route visual assets for all social media platforms and Google Display Campaigns.
- Assist with copy edits and asset updates on The Public's website.
- Assist with special projects and press events that may occur outside of regular business hours.
- Other duties, including some administrative tasks, as assigned.

### Requirements

Bachelor's degree or equivalent preferred, as well as 1 year of directly related experience. Understanding of Microsoft Office Suite, social media platforms for business (Facebook, Twitter, Instagram, Tumblr, YouTube), Community Management Platforms (Sprout Social, Hootsuite, etc.), and Adobe Creative Suite (Primarily Photoshop and Premiere Pro) are preferred. We are seeking a self-starter with impeccable time management and

organizational skills who can manage multiple deadlines amidst constantly shifting priorities.

This is a Non-Exempt full-time position, according to the Fair Labor Standards Act.

Position is available immediately. Please send resume, cover letter, and salary expectations to:  
[jobs@publictheater.org](mailto:jobs@publictheater.org)