

Social Media Engagement Assistant

Full Job Description

Company Overview

LTB Booking and Promotions is an artist worker owned and managed producer cooperative that provides engagement booking and various services associated with the promotion of the artistry, products and services of its client owners to local, national and international venues and events.

A Subsidiary Division of Brian Hewlett LLC and headquartered in Denver with offices in Tucson, Arizona and Minneapolis, Minnesota, LTB is a member of the newly formed Festival Friends Advocacy Network of professionals dedicated to serving and supporting entertainment and festival related enterprises.

Opportunity Overview

The Job

LTB Booking & Promotions seeks a Social Media Engagement Assistant to attract and interact with virtual communities and networks who may have interest in products and services related to the talent and enterprises we represent. This is a self-starter job! Your goal as an independent Social Media Influencer is to engage the current and potential audiences and followers of our Talent Clientele that includes musicians, visual artists, performers, poets, workshop facilitators, merchandise makers, food vendors, venues and other entertainment and festival related enterprises and our overall venture in an effort to evoke purchases of talent for engagements at museums, venue shows, conventions, educational trainings, festivals and elsewhere and/or the consumption of talent and venture products and services. We want individuals who are experienced at exploiting all aspects of the social media marketing roadmap and optimizing content so that it is attractive and engaging. Ultimately, your main goal will be promoting LTB and its talents' brands and helping to maintain the existence audience and fanbase while growing it.

The Social Media Engagement Assistant will also be responsible for establishing standards and procedures to be followed when promoting with talent for various events and appearances, including internal departmental initiatives, award shows, premieres, venue shows and festivals and developing a social media presence for this talent across social media platforms. They work together with counterparts and associates to leverage talent participation, promote talent brands and specify project fit for clients. By anticipating talent and talent purchaser needs and fostering the best experience for both, we ensure that talent feels important and cared for and talent purchasers feel they are getting a standard of excellence that defines our talent brands.

In this LTB Booking & Promotions Internship Position, people will learn and work under a cooperative self-directed worker owned business model contributing to the generation of potential engagements, booking those engagements, and serving as liaison between the talent purchasers and the represented talent.

Daily Duties

- Heavy administrative support for the Director including answering phones, managing calendars, booking travel, and submitting expense reports related to social media content.
- General administrative support includes maintaining and updating social media content databases, resource grids and content maps.
- Assist with the creation of comprehensive procedural documentation, content databases and other information necessary for social media influencing.

- Onsite event coverage, assisting with talent arrivals and departures, ticket distribution, etc. at premieres, award shows, festivals, conventions, etc. While virtual events and appearances remain the norm, assistants would be expected to be “onsite” and available virtually for these as well.
- Aid in the research, organization, purchasing, and delivery of talent influence plans.
- Help create, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Assist setting up and optimizing social media content within each platform to increase the visibility of talent’s and company’s products and services
- Assist in building and executing a social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Continuously improve the venture’s chances in the market by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Help to develop influencer strategies across a number of industries, verticals, and brand programs.
- Stay on top of influencer marketing trends, relevant influencers for programs and industry news.
- Regularly identify and vet new and up-and-coming influencers for current and future programs.
- Utilize tools, like CreatorIQ, to put together influencer recommendations based on client objectives and key metrics
- Work to help move forward influencer campaigns and logistics around through tactics such as: maintaining budget trackers, drafting/updating influencer contracts, updating campaign AirTables, obtaining influencer insurance and additional necessary program details.
- Create meaningful relationships with online influencers to deliver above and beyond content and engagement
- Serve as a liaison between client teams and influencers to deliver mutually beneficial results.
- Manage off and online influencer engagements including experiential and influencer events.
- Ensure all influencer engagements, both paid and organic, meet client and FTC guidelines.
- Serve as an ambassador of LTB's influencer capabilities as it relates to organic and new business opportunities.
- Help cultivate a culture of support, growth and partnership among teams within the venture.
- Foster and maintain productive and influential relationships with other entities that may influence the venture’s reputation in related communities.
- Identify solutions and work with venture teams independently to drive client success and grow relationships.
- Serve as culture builder and mentor, driving innovation and ideas while sparking talents’ careers.

The Essentials

- A minimum of 1 year of work experience related to or consistent with publicity/agency/studio/network experience.
- Must be a diligent, detail-oriented worker who is efficient, a creative problem-solver, and not afraid to ask questions.
- A positive personality that appreciates a challenge and can work in a fast-paced environment.
- Must be a self-starter that enjoys working collaboratively but remotely.
- Always professional and always maintains composure, particularly in stressful situations.
- Excellent written and verbal communication skills.
- Must have access to off-site computer workstation and stable internet connection
- Ability to work some nights and weekends. Proficiency in Windows, Outlook, Word, Excel, Power Point, and Google Suite.
- Event experience is a plus.

But Wait, There’s More!

The Perks

Because this is an unpaid position, there are a number of benefits made available to those that serve LTB as interns.

- Complimentary Tickets to shows, festivals and other events
- Flexible work hours
- Use of LTB's technological resources
- Complimentary Merchandise
- Complimentary Meals at shows, festivals and other events
- Expense Reimbursement

Brian Hewlett LLC and its subsidiary divisions are equal opportunity employers. Qualified candidates will receive consideration for employment without regard to race, color, religion, national origin, gender, sexual orientation, gender identity or expression, age, mental or physical disability, and genetic information, marital status, citizenship status, military status, protected veteran status or any other category protected by law.