

Social Media Content Management 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 Content Manager to help administer the publication and maintenance of digital and print content used in the various promotional campaigns for our Talent Clientele that includes musicians, visual artists, performers, poets, workshop facilitators, merchandise makers, food vendors, venues and other entertainment and festival related enterprises.

The Social Media Content Manager will be responsible for the LTB Booking & Promotions social media sites for the use of content on them and for the interactions with content consumers. This role is important in the strategic execution and alignment of the social media programs with the goals of the venture. They will assist in establishing quality control standards and procedures to be followed when publishing talent content on various social media sites that include Facebook, Instagram, Twitter, YouTube and others. They work together with counterparts and associates to present talent content as professional and unique based on client specifications. By anticipating talent, talent purchaser and content consumer needs and fostering the best experience for all, we ensure that talent feels important and cared for and talent purchasers and content users 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 phone calls from talent, talent purchasers, and content consumers related to the management of content, maintaining and adhering to content delivery calendars, and submitting expense reports relative to the process.
- Manage the editorial calendar; work with all creative teams to populate, review and prepare content for posting to social media channels
- Ensure content is ready for constant review by upper management and approved for publication by compliance team and appropriate internal and external partners
- General administrative support includes maintaining and updating cloud-based content databases, resource grids and assignment charts relative to content management.
- Additional responsibilities include managing, coding and tracking talent content needs and the administration of hosting packages and other registration and upgrade duties relative to social media site maintenance.

- Assist with the creation of comprehensive procedural documentation and various best practices guide for in house content management and the facilitation of off-site sub-contracted content management elements.
- Periodic 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, development and/or delivery of social media content of talent for all occasions including life moments (milestone, thank you, promotion, baby, sympathy), awards/honors and industry gifts.
- Actively and consistently support all efforts to simplify and enhance the talent’s content experience.
- Help manage content’s user experience by crafting content to fit experienter’s needs.
- Contribute to the completion of one or more talent content products or improvements.
- Manage content to help ensure consistent cross-product messaging across all digital and non-digital platforms.
- Collaborate with other area managers, designers and developers to understand a content management model that meets business and technical requirements.
- Mitigate risks of loss of talent clients or talent purchasers by managing social media content via pre-determined guidelines.
- Meet with talent clients and potential content experienters to receive feedback and then incorporate the feedback into content management procedures.
- Maximize content management success by providing feedback to UX and UI designers when appropriate.
- Continuously improve products by advocating for the client experience within the organization.
- Support social media strategy and execution, working with members of the Enterprise and Workplace teams to align with business objectives and marketing goals
- Work with key leaders within the organization to drive thought leadership opportunities through social media
- Partner with internal teams to provide timely and appropriate responses to social audiences
- Analyze, prepare and deliver reports to teams and talent regarding performance of their related content

The Essentials

- A minimum of 1 year of work experience related to or consistent with digital content design 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.