



Social Media and Content Specialist

Union Arts Center (UAC) seeks a collaborative and creative **Social Media and Content Specialist**. The Social Media & Content Specialist (SMC) runs Union Arts Center's social media day to day and produces graphic assets across our digital channels. It's a hands-on role that combines strategy, design, and production. You'll build the content strategy for each production and institutional campaigns, manage community engagement across every platform, and produce social-first design assets under the direction of the Associate Creative Director, who serves as your supervisor. You'll work closely with artists, production, development, education, and box office, often juggling competing requests and overlapping deadlines.

The annual salary for this full-time, non-exempt position is \$70,000. Position requirements include working onsite 2 days a week and occasional night and weekend work. UAC provides comprehensive benefits, including access to medical insurance, with UAC paying 92% of the monthly premium for the HMO plan, and dental and vision insurance with employee contribution. Long term and life insurance premiums are fully covered by UAC. We offer 11 paid holidays, access to a 403b plan, \$6 discounted downtown Seattle parking, and free tickets to UAC productions. PTO begins at 20 days per year, and employees accrue sick time per Seattle Paid Sick and Safe Time (PSST).

We're hiring a self-starter. The right candidate takes a production calendar and comes back with a plan. Please apply by emailing your resume and a cover letter outlining your interest in the position and your qualifications to work@unionartscenter.org. If accommodations may be needed for the application process, please contact work@unionartscenter.org.

Roles and Responsibilities include:

Social Media Strategy & Content

- Develop platform-specific social strategies for every production and institutional campaign, including subscription season shows, *Wooden O*, *A Christmas Carol*, special programming, and organizational moments.
- Build and maintain monthly content calendars across Instagram, Facebook, TikTok, YouTube, and LinkedIn, aligning with email, paid media, and press touchpoints.
- Write platform-appropriate copy in Union Arts Center's brand voice
- Capture and curate behind-the-scenes content in collaboration with artists, production teams, and partners, including in-rehearsal moments, performance b-roll, and front-of-house storytelling.
- Produce short-form video for Instagram Reels, and YouTube Shorts, including mobile capture, editing, captioning, sound design, and platform-native posting.
- Manage community engagement: respond to comments and direct messages, monitor brand mentions and sentiment, escalate patron service issues to the Box Office team, and moderate as needed.
- Pull performance metrics from each platform. Synthesize learnings into clear, actionable recommendations to inform the next campaign.
- Identify emerging platforms, formats, and tactics. Pilot new approaches and bring informed proposals to the Associate Creative Director.

Graphic Design & Asset Production

- Produce social-first graphic assets under the direction of the Associate Creative Director, including animated posts, story templates, Reels covers, event graphics, and campaign extensions.
- Adapt approved campaign artwork to platform-specific dimensions and formats, maintaining visual fidelity across every output.
- Maintain a working visual library for active and upcoming productions and institutional initiatives.
- Apply UAC brand standards consistently across every owned visual output, including typography, color, layout systems, and logo usage.

- Partner with the Associate Creative Director to evolve social-first design systems and templates as the brand develops.

Cross-Functional Collaboration & Other Duties

- Partner with Development, Production, Education, and Box Office to align messaging, surface storytelling opportunities, and support shared goals.
- Support grassroots engagement, community outreach, and audience development initiatives as assigned.
- Demonstrate active commitment to Equity, Diversity, Inclusion, Accessibility, and Belonging in all public-facing work, content selection, and community engagement.
- Other duties as needed to support the Marketing & Communications team and the organization.

Experience & Qualifications:

- Minimum three years of professional experience managing social media for a brand, organization, or agency, with measurable results.
- Demonstrated graphic design fluency, including hands-on proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere) and Canva. A portfolio of work is required at application.
- Demonstrated ability to produce short-form video content end-to-end, including mobile capture, editing, captioning, and platform-native posting.
- Strong copywriting in a defined brand voice, with writing samples available at application.
- Working knowledge of Meta Business Suite.
- Working knowledge of platform-native analytics across Instagram, Facebook, TikTok, YouTube, and LinkedIn, and the ability to translate data into clear recommendations.
- Strong project management skills, with a track record of running multiple concurrent campaigns and stakeholders without dropping commitments.
- Proficiency in Asana, Slack, and Microsoft Office Suite.
- Self-directed work style with sound judgment on brand voice, audience sensitivity, and public communication.
- Strong written and verbal communication skills, with a confident editorial sensibility.
- Ability to pass a background check conducted under Fair Chance legal standards.

Preferred Qualifications

- A love of theatre!
- Working knowledge of Tessitura or a comparable CRM platform.
- Motion graphics experience in After Effects, Premiere Pro, or comparable tools.
- Familiarity with Seattle's arts and culture, landscape and audience.
- Experience supporting paid social campaigns in partnership with an outside agency.

Equal Opportunity Employer

Union Arts Center is an equal opportunity employer and does not discriminate against employees or job applicants on the basis of race, color, religion, creed, sex, age, national origin, military and/or veteran status, disability, sexual orientation, gender identity or expression, neurodiversity, education, socio-economic status, cultural affiliation, language, marital or family status, genetic information, political ideology, actual or perceived status as a victim of domestic violence, sexual assault, or stalking or any other status or condition protected by the applicable federal, state, or local laws or other characteristics prohibited by law.

About Union Arts Center

Union Arts Center is a regional theatre in the heart of downtown Seattle, producing classical and contemporary theatre for Seattle audiences. We present a year-round season of subscription productions at the historic 700 Union Street, a National Historic Landmark, alongside free outdoor Shakespeare in city parks, a 51st-year tradition of *A Christmas Carol*, and an educational touring program for Pacific Northwest schools. Our mission: local artists creating theatre for everyone. Our vision: connecting theatre and community, enlivening downtown Seattle, and building a thriving artistic home.

