



## Digital Content Assistant

The Broadway League is the national trade association for the Broadway industry. Our 600-plus members include theatre owners and operators, producers, presenters, and general managers in North American cities, as well as suppliers of goods and services to the commercial theatre industry. Each year, League members bring Broadway to more than 30 million people in New York and more than 200 cities across the U.S. and Canada.

The Broadway League is seeking a Digital Content Assistant with extensive social media experience and a passion for Broadway. The position will report to the Chief Digital and Technology Officer and will require working in-office Monday-Friday from 9:30 am to 5:30 pm.

Salary: \$50,000/yr · Overtime eligible · Full-time

### Responsibilities:

- Collaborate with the social content team in proposing, drafting, and posting content across different League-owned channels with attention to each unique voice for the Jimmy Awards, Kids' Night on Broadway, The Broadway League, @Broadway on Instagram, and other programs.
- Update show and tour content on [broadway.org](http://broadway.org) and other League websites including photo and video assets.
- Monitor the Broadway social media landscape and the broader social media landscape to identify trends and opportunities.
- Monitor Jimmy Awards alumni news and maintain the alumni page on [JimmyAwards.com](http://JimmyAwards.com).
- Track and manage language translation on [broadway.org](http://broadway.org).
- Assist in executing social media coverage of League programs, initiatives and events.
- Assist in monitoring, interpreting and reporting on web and social analytics to help drive departmental decision-making.
- Assist in beta-testing website launches and enhancements across all League web platforms.

### A successful applicant will:

- Have strong social media management experience, ideally for an organization or brand, utilizing Facebook, Twitter, Instagram, YouTube and/or TikTok.
- Have strong writing and proofreading skills.
- Be an organized and capable multi-tasker and collaborator.
- Have basic knowledge of Adobe Photoshop.
- Have passion for and knowledge of the Broadway theatre landscape.

This job description may not be inclusive of all assigned duties, responsibilities, or aspects of the job described, and may be amended at any time at the sole discretion of the Employer.

### Benefits for Full-Time Employee:

- Employer paid health, dental and vision insurance for employee and dependents.



729 SEVENTH AVENUE TEL 212-764-1122  
5TH FLOOR FAX 212-944-2136  
NEW YORK, NY 10019 BROADWAYLEAGUE.COM

- Life, LT disability and LT Care insurance.
- 401k with match.
- Paid vacation.
- Opportunities to attend Broadway shows.

Must be eligible to work in the United States without sponsorship.

This position requires that employees be fully vaccinated. "Fully vaccinated" means that an employee is more than 14 days following the final dose of a vaccine at the time they begin employment. The CDC strongly recommends that employees also receive recommended booster vaccines and remain up to date with their COVID-19 vaccinations. The Company will consider requests for reasonable accommodations for documented medical reasons and sincerely held religious beliefs in accordance with applicable law. Please do not include proof of vaccine status or any indication of a possible request for accommodation when submitting your application materials. The Company will follow up with you directly to request proof of vaccination and to discuss any potential accommodations if an offer of employment is made.

In keeping with our mission to foster an inclusive work environment, we encourage individuals who strongly commit to Equity, Diversity and Inclusion to apply by sending a resume and cover letter to [hr@broadway.org](mailto:hr@broadway.org) with "Digital Content Assistant Position" in the subject line.

*The Broadway League is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, pregnancy, genetic information, national origin, disability, protected veteran status or any other characteristic protected by law.*