



SOCIAL MEDIA COORDINATOR

GRAMMY Award-winning Los Angeles Children's Chorus (LACC) seeks an energetic, collegial, and highly organized individual to join our team as Social Media Coordinator. The ideal candidate will be passionate about digital marketing and social media, and have a creative mindset to drive engagement across various social media platforms.

This is a hybrid role that will spend time on-site in Pasadena and at special events and also allows for work from home. The social media specialist reports to—and will work closely with—the Marketing and Communications Coordinator.

Outside of required performances, events, meetings, and rehearsals, this part-time role allows for flexibility in scheduling, and could be compatible with other professional and personal commitments.

RESPONSIBILITIES:

- Help to develop and maintain a social media editorial calendar.
- Develop and implement social media strategies to increase brand awareness and drive traffic.
- Create engaging content, including text, image, and video posts.
- Monitor social media channels for industry trends and audience engagement.
- Collaborate with the Marketing and Communications Manager to ensure brand consistency and to create new social media strategies to best increase brand awareness.
- Analyze social media metrics and adjust strategies accordingly.
- Co-manage social media advertising campaigns when needed (approximately 6-8 campaigns per year).
- Stay up-to-date with the latest social media best practices and technologies.
- Attend weekly administrative team meeting, staff meeting, and marketing meeting.
- Other relevant duties as assigned.

REQUIRED QUALIFICATIONS:

- Proven experience in social media management.
- Ability to analyze, organize, and process information quickly and accurately.
- Ability to work successfully both as a member of close-knit team and independently.
- A professional yet collegial, empathetic demeanor and the ability to interface with a variety of constituency groups, including choristers, families, faculty, staff, philanthropic funders, concert attendees, and members of LACC Board of Directors.
- Fluency with computers, MS Office, and social media platforms, schedulers, and listening tools.

- Proficiency in social listening, video editing, web research, and SEO.
- Knowledge of Adobe Creative Suite.
- Strong relationship management skills.
- Superb interpersonal, verbal, and written communication skills.

PREFERRED QUALIFICATIONS:

- Experience with social media management tools such as Meta Business Suite.
- Administrative experience in an academic, educational, or performing arts setting, preferably in the not-for-profit sector.
- Knowledge of the choral music art form and field.
- Knowledge of the Los Angeles music education and performing arts community.
- Experience working with music educators and young musicians.
- Passion for supporting youth-serving programming and the arts.
- A love of music!

POSITION & COMPENSATION:

Work Location: Hybrid

Job Type: Part-time, non-exempt

Pay: \$20.00 - \$23.00 per hour

Expected hours: 20 per week; The position will require on-site visits to capture video and photos of LACC events and rehearsals, as well as approximately 2-3 hours per week for team meetings (typically on Zoom), but also allows for flexible hours outside of those times, especially when monitoring social media channels.

TO APPLY:

Email cover letter, resume, and a list of three professional references to jobs@lachildrenschorus.org. Include job title in subject line. No phone calls, please. The position will remain open until filled.

Los Angeles Children's Chorus is committed to providing equal opportunity for all persons employed or seeking employment with LACC. Candidates who identify as Black, Indigenous, or People of Color are strongly encouraged to apply. LACC will recruit, hire, retain, promote, and otherwise treat all employees and job applicants equally, without regard to race, color, religion, national origin, gender, age, physical or mental disability, marital status, medical condition, sexual orientation, veteran status or any other basis prohibited by applicable law.

ABOUT LOS ANGELES CHILDREN'S CHORUS

Los Angeles Children's Chorus (LACC), one of the world's preeminent youth choruses, has been lauded as "hauntingly beautiful" (*Los Angeles Times*), "the best children's chorus I have ever heard" (*Esa-Pekka Salonen*), and "one of the true artistic gems of Los Angeles" (*Gustavo Dudamel*).

Led by Artistic Director Fernando Malvar-Ruiz, LACC annually appears in more than 50 public performances, including in its own self-produced concerts and in collaborations with leading

organizations such as Los Angeles Opera, Los Angeles Philharmonic, Los Angeles Master Chorale, and Pasadena Symphony and POPS.

The Chorus annually serves more than 500 young people ages 6–18 from 40+ communities across Southern California through its seven choirs, and First Experiences in Singing and Next Experiences in Singing classes.

LACC is featured in alumna Billie Eilish's 2021 cinematic concert experience *Happier Than Ever: A Love Letter To Los Angeles* on Disney+, and has appeared on John Williams' 2017 recording, *John Williams & Steven Spielberg: The Ultimate Collection*, and the Los Angeles Master Chorale's critically-acclaimed Decca recording, *A Good Understanding*. The subject of four documentaries by Academy Award®-winning filmmaker Freida Mock, LACC is featured in the Academy Award®-nominated *Sing!*, about a year in the life of the choir. LACC has performed with John Mayer on NBC's "The Tonight Show" and been featured on PBS's "Great Performances," BBC Radio, and PRI's nationally-syndicated show "From the Top."

Winner of the 2022 GRAMMY Award for Best Choral Performance for its performance on the LA Philharmonic's 2021 album, *Mahler Symphony No. 8*, and recipient of Chorus America's Margaret Hillis Award for Choral Excellence, LACC frequently serves as a cultural ambassador on tours that have taken the Chorus to 22+ countries on 6 continents.

LACC was founded in 1986 by Rebecca Thompson and led from 1995-2018 by Artistic Director Emerita Anne Tomlinson.