Actors Theatre of Louisville
Web Specialist
March 16, 2022

Position: Web Specialist
Reports To: Impact Producer
Compensation: $40,000
FLSA: Exempt/Salaried

ABOUT ACTORS THEATRE OF LOUISVILLE
Mission
Actors Theatre of Louisville unlocks human potential, builds community and enriches quality of life by engaging people in theatre that reflects the wonder and complexity of our time.

About
Actors Theatre is an arts and culture organization as social enterprise, sharing experiences centered in a commitment to create a more just society through the ongoing disruption of the cycles of oppression, marginalization, and exploitation. Anti-racism and anti-oppression are essential in an ecosystem that has profited from the historic antecedent of plantation capitalism. In pursuing a synthesis of art and service, we have taken a deep dive into digital production and have become an interdisciplinary laboratory for a storytelling (r)evolution.

Land Acknowledgement
Actors Theatre of Louisville sits on the unceded land of many Indigenous communities including the Shawnee, Cherokee, Chickasaw, and Osage people. Indigenous peoples have always lived on the land that is now called Kentucky and continue to live here today.

SUMMARY OF POSITION
The Web Specialist is a member of the communications team with a primary focus on web, email, and digital platforms. Principal responsibilities include strategic planning and implementation of digital assets and marketing, updating and optimizing the Actors Theatre of Louisville website, building and disseminating email communications, collaborating on digital ticket sales, and creating compelling social media content in alignment with the mission and goals of Actors Theatre. Also required is establishing and tracking metrics for success, including but not limited to engagement and acquisition.

The ideal candidate will:
- Further Actors Theatre of Louisville's commitment to anti-racist and anti-oppressive practices and actively disrupt oppressive and white-supremacist communications.
- Prepare to be an integral part of a small and mighty staff that is inspired to work in flexible, creative, and innovative ways.

- Be self-motivated and able to remain adaptable in a fast-paced, rapidly changing environment where situations must be met with quick and positive reactions.
- Have a strong facility with front-end web development and coding, with an appetite to learn and grow to stay current in the areas of UX/UI design, quality engineering, and coding languages.
- Be an excellent written and verbal communicator, capable of efficiently creating clear, direct, and compelling narratives.
- Be a life-long learner, leading with curiosity, rigor, and continuous investigation of ever-evolving best practices and educational opportunities.

The Essential Functions include, but are not limited to, the following:
- Maintenance and optimization of the Actors Theatre of Louisville **website**, including creating new pages for each project or initiative, regularly updating pages pertaining to current or ongoing programs or policies, drawing attention to particular events on the home page, and removing obsolete content;
- Maintenance of the **Digital Member Library**, a collection of digital content curated for Members and hosted on the Actors Theatre of Louisville website;
- Integration of the website and digital content with the point-of-sale software, Tessitura.
- **SEO** of digital content, media, marketing, and advertising;
- Drafting copy for emails to Actors Theatre's constituents, editing based on the review by the relevant staff, scheduling, sending, and reporting impact metrics of those **email campaigns**, in collaboration with the Communications Coordinator;
- Placing, and tracking digital advertising;
- Participating in brainstorming and execution of **social media** posts promoting Actors Theatre programs and initiatives;
- Responding to messages on email and social media;
- Support **digital events** hosted on platforms such as StreamYard or Facebook live or Discord;
- Collaborating with the team to tell the story of Actors Theatre of Louisville and engage a diverse range of folx, with a particular focus on people of the global majority and people who have been historically and systemically excluded.

Knowledge, Skills, and Abilities:
- Robust knowledge of and experience with HTML and CSS coding and web development
- Writing and copy editing with an attention to detail
- Cultural competence and ability to strategically communicate in different ways to different constituencies, with mindfulness of social context.
- Ability to operate interdependently, manage your time effectively and prioritize appropriately.
- Adept at long term planning while also being able to creatively address and flexibly adapt to needs as they arise.
- Ability to work as a collaborative team member and maintain effective communication and a positive attitude in stressful situations.

Minimum Qualifications:
- Education in digital marketing and communications, including training courses, web development/coding bootcamp, or college degree in a related field;
- Two years' experience in web development, computer engineering, coding and/or other related areas of technical digital communications;
- Ability to work on computer screens for 8-hour days;
- Availability to work nights and weekends as needed and as relates to the daily operations and productions happening
- Comfort speaking on the phone, via text message, and via email with collaborators applicant has not met in person;
- Knowledge of basic SEO;
- Experience with digital ad placement;
- Use of Personal Equipment: Currently, the position is primarily remote and requires candidates to utilize their own tools and equipment in addition to what Actors Theatre is able to supplement. This may include but is not limited to a stable internet connected computer, smart phone, webcam, and design software.

Preferred Qualifications:
- Experience with various social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and Discord;
- Experience with Tessitura, Wordfly, Umbraco, Wufoo, Microsoft Office Suite, Microsoft Teams, Airtable, and Adobe creative suite/photoshop;
- Experience with large-scale and/or ongoing marketing/branding digital campaigns.

Compensation:
Salary is $40,000 / year. The range of benefits includes medical and dental insurance, long-term and short-term disability insurance, paid time off and a 403(b) retirement plan.

To Apply:
Applicants interested in applying for this position must email (with **Web Specialist** in the subject line) cover letter, resume and three references to:
Amelia Acosta Powell, Impact Producer @ aacostapowell@actorstheatre.org
cc: HR@actorstheatre.org
No phone calls please.

Actors Theatre of Louisville is an Equal Opportunity Employer. All qualified candidates will receive consideration for employment without regard to race, class, religion, country of origin, political belief, (dis)ability, age, gender identity, sexual orientation, protected veteran status, tobacco use, or any factor protected by law. Members of underrepresented groups are encouraged to apply. Employment with Actors Theatre is "at-will."