

Minnesota Fringe connects adventurous artists with adventurous audiences by creating open, supportive forums for free, diverse expression. Through the annual festival and dynamic year-round programs, Fringe is an artistic disruptor for local and touring artists to take bold risks, develop new ideas, and hoist themselves to the next rung of their artistic ladder. Our flagship Festival has distributed \$2.5 million+ to artists over the last decade.

Are you passionate about social media and looking to work with an organization known for inspiring and encouraging artists to experiment with style?

Fringe seeks a creative, dynamic self-starter to join our team as Social Media Manager willing to apply their imagination, originality, and talent to help expand our digital footprint and oversee social communications. This is a hands-on opportunity to combine your imagination with our digital tools to enhance passion for the performing arts and tell powerful, engaging stories about artists, their work, and the communities we serve. Minnesota Fringe is eager to connect with new audiences and engage our existing base through your inventive and compelling social media initiatives.

Responsibilities & Expectations

Minnesota Fringe's total digital followership is more than 30,000. Digital communication is critical to tell our story in clear, engaging ways with an overarching goal to grow audiences for our events.

- Collaborate with core team to shape and implement marketing and communications strategy on a variety of digital platforms to increase brand awareness and affinity
- Create and edit content for email marketing efforts and devise messaging on social media channels to maximize constituent engagement
- Launch TikTok channel and help sunset X (Twitter) usages while also engaging our growing followers on Facebook and Instagram
- Use best practices for social media in the performing arts sector and ensure adherence to unifying brand, style, and voice
- Manage and maintain communications calendar using a standard social media management system (Hootsuite or other) and basic digital design tool of your preference (Canva or other)
- Monitor, report, and present online engagement analytics for key campaigns and events
- Leverage engagement metrics across platforms to optimize content and messaging
- As desired and qualified, opportunities may be available to learn about other tools such as Salesforce (CRM) and TreepI (CMS)

Successful candidates will have a variety of the following skills:

We are open to the following having been acquired in different industries or in a different context other than the performing arts. We encourage applicants to apply if their experience and skillset is a fit for this role, even if they do not meet every qualification on this list.

- Enthusiasm for the mission of Minnesota Fringe and the communities we serve
- Experience with various social media platforms, a passion for design, and practice creating video content
- Agility to meet demands in a fast-paced organization
- Excellent written, communication, and organizational skills
- Superb interpersonal skills under pressure in the field
- Willingness to work on projects independently
- Ability to work longer hours during Festival season (July 31-August 15, 2024)
- Knowledge and/or interest in theater, performing arts, or event management

Time Commitment

This position is part-time, quite flexible, and can easily accommodate remote work. Please note that this position requires exponentially more time the closer we get to Festival season and there is an expectation for a physical presence at the Festival itself. A specific schedule will be created in tandem with the Fringe team and workload. Some in person hours may fall on evenings and weekends depending on special events and programs.

- January 1-June 30 - Approximately 5-10 hrs/wk
- July 1-31 - Approximately 10-15 hrs/wk
- FESTIVAL (August 1-15) - Approximately 20 hrs/wk (daytimes + many evenings/weekends)
- August 16-December 31 - Approximately 5-10 hours/wk

Compensation

The Social Media Manager is 1099 position that will pay \$12,000-15,000 annually at a \$35/hr rate billed/paid monthly. All Festival staff members also receive all access passes for the 2024 Festivals to see shows when not on duty. Fringe offices shut down for a minimum of 2 weeks per year (late August and late December).

Application Instructions

Applicants are asked to submit a resume and a short letter expressing your interest along with examples of experience. Please email your application materials in a PDF format to info@fringefestival.org. **Please submit your application by October 15th.** Applications will be reviewed on a rolling basis. No phone calls, please. Questions can be addressed to Dawn Bentley, Executive Director, at dawn@fringefestival.org