Title: Content Creation Manager  
Department: Marketing  
Reports to: Vice President of Marketing  
Supervises: None  
FLSA Status: Exempt  
Minimum Salary: $40,000

At the Orpheum Theatre Group, you will find amazing talent on our stages and throughout our dedicated staff. We are committed to serving the Mid-South through our nonprofit mission, which includes our numerous education and community engagement programs and our commitment to equity and diversity. Our Orpheum Theatre Group team is dynamic, creative, innovative, and community-minded, and we are ready to welcome you!

The Marketing Department exists to tell OTG’s story to new and current audiences, jumpstart positive relationships with the community, maintain integrity of the brand, promote the organization’s events and programs, and advance its overall mission and goals. Marketing works to achieve the highest level of quality and organization in its messaging and daily tasks. This purpose is accomplished through strategic advertising, clear and authentic communication, and dynamic creative assets. As a department, Marketing lives and thrives in the details, utilizing strategic thinking and approaching challenges from multiple points of view. A close and collaborative team, Marketing constantly seeks one another’s expertise and perspective, recognizing that while roles vary, each member of the group is vital to collective success.

The Content Creation Manager is responsible for promoting the Orpheum Theatre Group’s nonprofit story, community impact, and revenue-generating programs and events through original photography and videography. This position seeks to advance all departments within the organization and collaborates with a broad range of fellow staff, spanning from executive to entry level positions. The Content Creation Manager plans, creates, organizes, and executes video content.

How You Will Contribute

Position Requirements
- Collaborate cross-departmentally to produce compelling multi-use video and image content from conceptualization to execution
- Utilize feedback and data to inform future creative projects and content ideas
- Localize and traffic television and radio commercials
- Serve as the organization’s in-house videographer, photographer, and archivist
- Co-manage the Halloran Centre Audio/Video Lab
- Seek up-to-date knowledge on best practices, innovative strategies, and emerging technologies
- Cross-trained in other select areas of marketing to assist when needed
- Prepared to work nights and weekends as needed to fulfill responsibilities

Department and Organization Participation
- Contribute to department and organizational goals as well as individual goals
- Assist as needed on all department duties as assigned
- Support the organization’s fundraising initiatives and assist as needed at fundraising events
- Contribute to the organization’s mission, vision, values, and commitment to equity
How You Stand Out

Preferred Experience and Education

- Comprehensive training in film and video production, photography, graphic design, marketing, or digital marketing, or equivalent experience
- Two years in videography and photography or demonstrated advanced experience with video/photographic capture and editing

Preferred Skills:

Technological Competencies

- Advanced proficiency with Adobe Premiere and Photoshop
- Proficiency in audio and video editing functionality and techniques
- Experience with Adobe After Effects, Illustrator, and InDesign a plus
- Working knowledge of video cameras, lighting kits, and mic setup
- Working knowledge of lighting and sound and how it will translate on camera
- Proficiency with Mac operating system
- Understanding of Facebook, Twitter, Instagram, and YouTube, including audience expectations as it relates to engaging content

Professional Traits

- Creativity, energized by new challenges
- Demonstrates intentionality with creative choices and designs, translating project goals and target audience into visual concepts
- Highly advanced organizational skills: position manages many projects at various stages of completion at a time while still adhering to deadlines; organization is paramount for success in this position
- Initiative, driven to recognize and capitalize on opportunities to visually communicate the Orpheum Theatre Group’s story
- Communicates clearly and accurately in written and verbal formats; must successfully communicate with those who could range from highly adept to wholly unfamiliar with video/photographic/design-related terminology
- Team oriented, but also an independent worker with successful time management and prioritization skills
- Strategic thinking and problem-solving skills
- Analysis and application skills: utilizes project outcomes to inform future decisions and strategies
- Relationship-building skills
- Fosters high regard for excellent customer service and positive interpersonal interactions
- Keen attention to detail, often noticing visual/grammatical/formatting mistakes or inconsistencies that others might overlook
- Positivity, flexibility, and adaptability
- Comfortable working with a highly collaborative team and in a fast-paced environment
- Open to offering, receiving, and applying constructive feedback
- Comfortable working adjusted office hours for content capture projects

How We Stand Out

Benefits and Perks

- 401(k) and 401(k) matching
- Health, dental, vision, and life insurance
- Paid time off
- Paid sick time
- Paid holidays
• Parental leave
• Parking provided
• Tuition reimbursement opportunities
• A diverse team of colleagues
• Volunteer and committee opportunities
• Tickets to select Orpheum and Halloran Centre events as available
• Campus located in the heart of downtown Memphis with a historic theatre and modern performing arts and education center

The Orpheum Theatre Group does not offer relocation assistance for this position. This is not a remote position.

Our Mission
The mission of the Orpheum Theatre Group is to enhance the communities we serve by utilizing the performing arts to entertain, educate and enlighten while preserving the historic Orpheum Theatre and the Halloran Centre for Performing Arts & Education.

Our Vision
The Orpheum Theatre Group will strive to be a world-class performing arts organization, serving as a cultural beacon and catalyst for positive change.

Our Values
• Innovative: The Orpheum Theatre Group takes risk and invests in new ideas.
• Inclusive: The Orpheum Theatre Group is welcoming and accepting to all.
• Inspirational: The Orpheum Theatre Group motivates positive change through the performing arts.
• Integrity: The Orpheum Theatre Group acts ethically and considers all viewpoints.
• Impactful: The Orpheum Theatre Group provides meaningful opportunity.
• Transformative: The Orpheum Theatre Group changes lives, Memphis and the world.

Our Commitment to Equity, Diversity, and Inclusion
We are dedicated to equity, inclusion, and respect. We commit ourselves to listening to and elevating voices that have been systemically silenced.

The Orpheum Theatre Group is an Equal Opportunity Employer, we will consider applicants for all positions without regard to race, color, religion, national origin or ancestry, sex, sexual orientation, age (40+), disability, veteran status, or any other legally protected status under local, state, or federal law.

Interested candidates should submit résumé, references, and a video and photography portfolio (digital format preferred) to hr@orpheum-memphis.com.