



Job Title: Social Media Manager
Job Purpose: To promote the mission of Calpulli Mexican Dance Company through social media platforms and tools
Reports to: Marketing Manager

ORGANIZATIONAL OVERVIEW & MISSION

The Calpulli Mexican Dance Company (hereafter Calpulli or organization) is a premiere arts organization based in New York City that tours domestically and internationally with a message of honoring and celebrating Mexican people and our stories. Calpulli was founded in 2003 with the mission of celebrating the Mexican community through dance including live music. To this end, the organization produces performances via its international touring company, designs arts-in-education experiences for all ages, and leads community outreach activities in the northeastern USA.

POSITION SUMMARY

The Social Media Manager is a part-time role responsible for maintaining, growing, and engaging Calpulli Mexican Dance Company's social media presence. This role develops and executes platform-specific strategies that increase brand visibility, support ticket sales and fundraising efforts, and strengthen community engagement. In particular, this role focuses on the organization's community program, Calpulli Community. The donation-based program established in 2006 aims to provide high-quality performing arts training and enrichment to audiences of all ages, abilities, and backgrounds while minimizing all financial barriers to access.

As the manager of social content, the Social Media Manager creates compelling, mission-driven content that reflects Calpulli's artistic excellence and community impact. The role manages monthly content calendars, contributes to campaign development, monitors performance through analytics, and adjusts strategy based on results and industry trends.

Working collaboratively with artistic and administrative staff, the Social Media Manager ensures messaging aligns with organizational goals while maintaining an active, responsive digital presence.

The ideal candidate is strategic, organized, proactive, visually thoughtful, and passionate about Calpulli's mission.

DUTIES, VALUES, & RESPONSIBILITIES

- Develop and execute platform-specific social media strategies aligned with organizational campaigns, performances, touring, Arts-in-Education, and fundraising initiatives
- Build and manage monthly content calendars in coordination with marketing priorities
- Create engaging written, photo, and short-form video content that reflects Calpulli's artistic excellence and community impact
- Manage day-to-day publishing across Instagram, Facebook, LinkedIn, YouTube, and TikTok
- Translate performances, rehearsals, and community programs into compelling digital storytelling
- Monitor channels daily and respond to audience inquiries in a timely and professional manner
- Track and analyze performance metrics (engagement, reach, growth, conversions) and provide monthly reports with insights and recommendations
- Optimize content strategy based on data and platform best practices

- Identify and propose paid media opportunities in collaboration with the Marketing Manager
- Research social media trends, emerging platforms, and relevant industry developments to inform strategy
- Collaborate with artistic and administrative staff to ensure alignment of messaging and promotional efforts

REQUIREMENTS & QUALIFICATIONS

- Strong visual storytelling skills with the ability to translate mission-driven work into compelling, brand-aligned content
- Refined design sensibility, including thoughtful photo selection, layout composition, typography, and consistent visual identity across platforms
- Excellent verbal and written communication skills; bilingual (English & Spanish) strongly preferred as communications on platforms and in person events entail communication in both languages
- Minimum two years of social media management experience preferred
- Experience developing campaigns for specific target audiences
- Familiarity with analytics tools and ability to interpret performance data
- Knowledge of SEO best practices
- Experience with design and social media tools: Canva, Adobe Suite, and Meta Business Suite preferred
- Strong project management and time-management skills
- Proficient computer skills, reliable access to internet and a smartphone equipped with a high-quality camera.

EMPLOYMENT & COMPENSATION

The role is a part-time, hourly role. Some on site, weekend availability is required. Compensation is \$20-\$23/ hour for ongoing social media management. Additional project-based hours are available throughout the year.

TO APPLY

Interested individuals please email your cover letter, resume, and/ or curriculum vitae to General Manager, Lisa Javelas at lisa@calpullidance.org and Marketing Manager, Ana Estrada at ana@calpullidance.org with the subject line "Social Media Manager." Individuals proceeding to the interview process will be requested to provide references.

NONDISCRIMINATION POLICY

It is the policy of Calpulli Mexican Dance Company, Inc. to provide equal employment opportunities in compensation and other terms and conditions of employment without discrimination based on age, race, creed, color, national origin, gender, sexual orientation, disability, marital status, veteran status, genetic predisposition, or carrier status.

Calpulli Mexican Dance Company, Inc. is committed to assuring equal employment opportunity and equal access to services, programs and activities for individuals with disabilities. It is the policy of the Calpulli Mexican Dance Company, Inc. to provide reasonable accommodation to a qualified individual with a disability to enable such individual to perform the essential functions of the position for which he/she is applying or in which he/she is employed.

The policy applies to all employment and independent contractor practices and actions. It includes, but is not limited to, recruitment, job application process, examination and testing, hiring, training, disciplinary actions, rate of pay or other compensation, advancement, classification, transfer, and promotions.