



BALTIMORE ROCK OPERA SOCIETY

Social Media Captain Responsibilities Outline

Reports to: Marketing and Communications Director

Title: Social Media Captain

Term: One year, with the opportunity to reapply.

Time Commitment: 4-6 hours/week

Overview

The Social Media Captain maintains an ongoing relationship with the BROS public audience through visual and social media interaction and helps promote the company and its current programming.

Specific Duties

- Maintains the BROS social media presence on Instagram, Facebook and TikTok
- Works with the Marketing Director to produce a social media programming calendar
- Maintains BROS web presence by curating and providing graphics for BROS social media outlets and website
- Takes behind-the-scenes photos during shows to assist with excitement
- Works with the Marketing Director and Directing team to assist with the social media promotion of shows, including at least one highlight reel to be created and posted for opening weekend.
- Adheres to the BROS “voice” as detailed in the [BROS Social Media Manifesto](#)
- Adheres to the BROS brand strategy, and marketing materials that accurately communicate the organization’s mission and vision
- Attends required meetings with the Marketing and Communications Director and BROS staff as needed.
- Other duties as assigned.

Who we are looking for:

- Ability to commit to one year in this role.
- Ability to work well with other team members and clearly communicate via email and slack.
- Ability to work efficiently and consider long term sustainability of tasks and systems.
- Ability to spend some hours in person at HQ and venues.



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Compensation

BROS is a volunteer-run organization, however Captains will be offered free Rock Operative-level membership and free admission to BROS events and productions throughout the year. When stipends are available, the Captain will be eligible for receiving a stipend commensurate with their level of duties and experience from that event's individual budget.