

The Little Theatre of Alexandria (LTA)

Social Media & Content Creation Contractor

- **Part-Time Contract, 18 hours monthly**
- **Monthly Stipend**
- **This is a 1099 contractor position. Selected candidates will be required to complete IRS Form W-9 for tax reporting purposes.**

The Little Theatre of Alexandria (LTA), a vibrant and historic community theater, seeks a **Social Media Content Creation Contractor** to elevate our digital presence. This part-time role is ideal for someone enthusiastic about the performing arts, storytelling, and community engagement. Good opportunity for a recent college graduate looking to build up experience and their resume or a digital marketer/communications professional seeking a part-time gig.

This position is responsible for developing and executing compelling content across LTA's social media platforms (Facebook and Instagram), spotlighting our productions, volunteers, and behind-the-scenes magic. The ideal candidate brings experience in social media marketing, persuasive communication skills, and a love for live theater. Seeking candidates who are local, can come by the theater in person occasionally for specific production milestones and work remotely.

Send a cover note, resume and samples of social media work to:

Luana Bossolo
Governor for Public Relations, LTA Board of Directors
luanabossolo@gmail.com

Key Responsibilities

- Collaborate with LTA's Governor of PR on the theater's social media strategy.
- Craft and implement weekly social media posts, including updating social media calendar. Coordinate with Governor of PR, Business Manager and Box Office Manger to ensure social media calendar aligns with overall theater calendars and events.
- Customize social media messaging and assets for each show in the season. Identify and schedule opportunities to engage cast in social media efforts. Coordinate with show producers to capture photos and videos of behind-the-scenes moments.
- Produce engaging content that highlights volunteers, behind-the-scenes moments of productions (rehearsals, adult, and children's classes).
- Promote annual theater awards ([WATCH](#), LTA Awards, and other recognition).
- Coordinate with LTA's graphic designer and show photographer to ensure social media visuals align with show graphics.
- Monitor and engage with LTA's social media followers, responding to comments and messages to foster connection and visibility.

- Track deadlines and collaborate with PR, Box Office, and production teams to meet key show milestones - audition announcements and ticket sales.
- Amplify major show moments—cast announcements, opening nights, reviews, behind-the-scenes features, and unique events like talk backs post performance or Halloween performances.
- Stay informed about LTA productions and events to ensure timely and relevant content including experiencing at least one show cycle by observing an audition day, first read-through with cast, one or two rehearsals, set construction, double tech, opening night, closing night and strike.

Qualifications

- Bachelor’s degree in marketing, communications, digital media, or related field, preferred. Current junior or senior level undergraduate students in relevant majors are encouraged to apply.
- Minimum 1 year of professional or relevant internship experience in social media and digital marketing.
- Proficiency in platforms like Instagram, Facebook, plus analytics and content management tools.
- Strong visual storytelling skills and attention to detail.
- Experience with tools such as Canva and Meta Business Suite.
- Excellent written and verbal communication skills.
- Ability to work independently and manage multiple deadlines.
- Familiarity with SEM, paid social, and marketing analytics is a plus.
- Passion for theater and community engagement.

About LTA

Founded in 1934, The Little Theatre of Alexandria is the oldest award-winning community theater in the Washington, DC area. Located in Old Town Alexandria, LTA produces seven main-stage shows annually—ranging from musicals to dramas—plus staged readings, cabarets, and educational programming for all ages.

LTA is a 501 (c)(3) nonprofit, supported by two full-time staff, a dedicated volunteer board of directors and committees. More than one hundred individuals volunteer time and energy to each production. From acting and directing to set design, set building, painting, making costume, designing lighting and sound, and ushering, our volunteers bring each show to life. LTA is funded through show ticket sales, education programs, membership dues, and community contributions.

LTA is in a residential neighborhood of Old Town Alexandria at 600 Wolfe Street, one block from South Washington Street. Two-hour street parking is available or parking at the Capital One Bank weekends and evenings. Metro buses A11, A12 and F19 run in the area. The King Street Metro is a 25-minute walk to the theatre. There is a free Old Town Trolley running from King Street Metro down King Street and drops off at South Washington and King Street, 10-minute walk to LTA.

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