



Social Media Coordinator (Part-Time)

Overview of the role:

We are looking for a dynamic and organized individual to develop and manage our social media content to increase the visibility of the organization and to increase engagement with audiences. This role will support the implementation of marketing and communication strategies working with our program management team. Competitive candidates will demonstrate strengths in verbal and written communication, social media management, listening, and design thinking mindsets. They must be an accountable self-starter who is comfortable working with a small team and has experience in and/or a passion for the performing arts.

What You Will Do:

- Create content customized for Instagram, Facebook, and LinkedIn using designed templates.
- Work with the program team to ensure content is informative, appealing, and reflects our values and mission.
- Engage with audiences by managing direct messages and comments.
- Manage social scheduling and posting across all platforms directly in-app or via Loomly.
- Work with the program teams to reflect the activities of the organization in a timely manner to support the success of the programs, operations, and fundraising activities.
- Participate in program and fundraising activities to gain a deeper understanding of our impact.
- Engage with our students, parents, volunteers, and other members of the StART Family to develop content and to increase audience engagement.
- Stay up to date with the latest social media best practices and technologies.
- Attend programming events, capture footage, then document, edit, and share key exciting takeaways with the relevant social media platforms.
- Organize incoming footage in Google Drive with descriptions for content accessibility.

Success Will Look Like

- Build and grow social media presence with excitement.
- Increase the number of our followers across all platforms.
- Grow social impressions and engagement within social platforms.
- Expand our social community.
- Stay ahead of changes in the social media landscape to support the mission and vision of the organization.



Who we are looking for:

- You are a result-oriented professional with creativity, drive, and leadership skills to develop social media and marketing activities.
- You are interested in working independently towards common goals.
- You are a curious, detail-oriented, progressive problem solver, and life learner.
- You often receive compliments for your flexibility and you dream about working in a fast-paced, dynamic work environment.
- You are a high achiever and you know the importance of checking your ego at the door.
- You enjoy working with young and diverse people.
- You have strong interpersonal, communications, organizational, and writing skills.
- You have experienced, first hand, the power of the arts and arts education, or are looking to bring this passion to the lives of young people.
- You have experience/knowledge of the nonprofit sector preferred.
- You possess a relevant 4-year degree (Nonprofit management or Digital Marketing preferred).
- You have knowledge of Microsoft Office, Google G Suite Applications, and other virtual collaboration solutions such as Zoom, Google Meet, etc.
- You have proficiency in Instagram, Facebook, and LinkedIn, and Social Media Scheduling platforms (Loomly), design tools such as Canva, and editing softwares such as CapCut, iMovie, or Adobe Premiere Pro.

Compensation:

On average, we expect this job to require between 15-20 hours per week. The hourly rate is \$20. As Statement Arts grows, we hope that this part-time job will grow into a full-time salaried position.

How to apply:

Please email a cover letter, resume, and samples of your social media presence to caro@statementarts.org.
