Part-Time Temporary Development Position Available: Social Media Associate

ArtsConnection is a not-for-profit organization providing arts education programs, including in-school and after-school residencies, professional development, performances and family events to New York City public schools and Teen Programs during out of school time. The Social Media Associate will work directly with the Development/Communications Department to support organizational fundraising and visibility during the months spanning the preparation for, execution of and follow-up for the organization’s first virtual gala in early May, 2021.

Specific duties include:

- Create and implement a gala-focused social media fundraising campaign to engage donors and amplify the event’s theme
- Compile, format and edit e-blast announcements
- Edit the WordPress website
- Post on Twitter, Facebook and Instagram
- Monitor accounts’ feedback and respond as necessary
- Interface with members of the Board of Directors to encourage and expand outreach to their networks
- Work with outside consultants to optimize social media
- Generate copy for specific outreach to digital media outlets around gala and organization
- Work closely with the Assistant Manager of Development and Communications and the office of our gala event planner to identify content and repurpose to/from the campaign; communicate with potential campaign donors
- Measure ongoing campaign success by compiling data and reporting on results throughout the campaign

Software Skills:
- Constant Contact
- Hootsuite
- Facebook Business and Ad Manager
- WordPress
- Canva
- Mailchimp

The ideal candidate possesses the following experience, skills and characteristics:

- Strong writing and editing skills (writing samples/previous social media post examples will be required);
- A positive demeanor, a “can-do” attitude, the ability to take and give feedback gracefully and engage in processes and interactions that result in the department’s and the gala’s overall success;
- The ability to work independently as well as collaboratively and under pressure to meet deadlines and due dates quickly and accurately;
- Excellent communication skills;
- Good problem-solving skills; detail-oriented; ability to adhere to accepted organizational style guide practices

DEADLINE for applications: Wednesday, March 17
Hourly rate: $30, 28 hours a week, 12 weeks

Cover letter and resume only to:
Email: jobquery@artsconnection.org
Subject line: Social Media Associate

ArtsConnection is an equal opportunity employer. We have a strong commitment to equity and inclusion, and value the leadership and skills of people from diverse backgrounds. People of color, LGBTQ persons, and people from other historically marginalized backgrounds are encouraged to apply.

No calls please.