



Social Media Associate

Part-Time, Non-Exempt, 10 hours/week, \$20/hour

Reports to: Director of Communications and Development

Dotted line to: Chief Executive Officer/Executive Director

Some evenings and weekends required

Position Summary

Reporting to the Director of Communications and Development with a dotted line to the Chief Executive Officer/Executive Director, the position is responsible for developing and implementing social media strategies to promote The Center's events, programs, mission, presence, branding and marketing across social media platforms. In addition, The Social Media Associate is responsible for tracking progress towards the goals and objectives, and reporting regularly on social media activity, growth and changes

Primary Responsibilities

- Collaborate with the Director of Communications and Development and CEO/Executive Director to set and execute a social media strategy
- Create and curate engaging content (text, images, video, stories) that aligns with The Center's brand and voice
- Schedule and publish content across platforms at optimal engagement times
- Interact with followers, respond to comments and questions, and foster a positive community experience
- Monitor social media trends, peer organizations, and competitors for inspiration and strategic direction
- Track performance metrics and provide regular reports with insights and recommendations
- Assist with other communications or marketing tasks as requested
- Attending meetings when requested
- Attending evening, weekend and special events as scheduled to capture photos and videos for content creation
- Assist with other communications or marketing tasks as requested

Qualifications:

- Experience with social media content creation and tools such as **Canva**, **Procreate**, **CapCut**, or similar design and video editing apps
- Familiarity with social media scheduling platform **Hootsuite**
- Experience with social media analytics and insights to inform content strategy
- Understanding of platform analytics (Instagram Insights, Meta Business Suite, Google Analytics, etc.)
- Basic graphic design skills and an eye for visual storytelling
- Strong written and verbal communication skills
- Detail-oriented with excellent time management and organizational skills
- Ability to write compelling copy aligned with The Center's voice and tone
- Self-starter who thrives in a collaborative yet independent working environment
- Passion for the arts and community engagement is a plus

Apply by sending your resume, cover letter and samples of your Social Media content to jobs@ccabedminster.org