

Position: Social Media Manager

Reports To: Director of Marketing

Job Type: Part-time; Salary with benefits

Pay: \$30,000 annually

Experience: Social Media Marketing: 2-5 years

Work Location: Hybrid (5-10 Hours/week In-Person)

Hours per week: 25

Job Description:

We are looking for a talented **Social Media Manager** to oversee our social media accounts. Ideally, you should have at least 2 or more years of experience as a Social Media Assistant, Social Media Manager, or similar role. You will be responsible for creating original content, managing posts, and responding to followers while implementing a metrics-driven creative strategy for our organizational social media presence, and the social media presence of our four programs with their own accounts.

As a Social Media Manager, we expect you to be up-to-date with the latest digital technologies and social media trends. Ultimately, you should be able to enhance our social media presence ensuring high levels of web traffic and community engagement.

Responsibilities:

- Create social media content calendar and social media management dashboard for the Wharton Arts 2023-24 season under direction of the Director of Marketing
- Assist with the design and implementation of a social media strategy that aligns with organizational goals
- Oversee day-to-day management of social media channels, including Facebook, Twitter, Instagram, YouTube, and LinkedIn, and ensure brand consistency
- Generate, edit, publish, and share engaging content daily (e.g. original text, photos, video, and news) for all Wharton Arts programs
- Perform research or have a working knowledge of current benchmark trends and audience preferences, including an effective hashtag strategy
- Set specific objectives for social channels and report on ROI
- Embrace the mission and vision of the organization and use these values daily to guide external communications
- Collaborate with other teams within the organization to ensure brand consistency
- Communicate with followers, monitor customer reviews, and maintain relationships with user communities on multiple platforms
- Suggest and implement new features or new social media channels to develop brand awareness
- Maintain or develop a good understanding of social media KPIs
- Create artwork specific to social media to reduce organizational costs associated with graphic design
- Increase the organization's use of reels and short-form social media video content, as well as organizing highlights for each program

- Spearhead the organization's annual Giving Tuesday campaign, including strategy, implementation, and measurement
- Assist the Development team with fundraising campaigns through social media channels
- Attend public events and on-site programming to capture social media content, particularly video and images for social media stories
- Attend bi-weekly All Hands meetings and weekly Team meetings via Zoom

Skills:

- Proven work experience as a Social Media Manager and/or thorough knowledge of Twitter, Facebook, Instagram, YouTube, and LinkedIn
- Hands-on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content (text, image, video) and work within established brand and style guidelines
- Ability to understand basic design concepts and create content using Canva, Adobe Pro, or similar
- Create short video content for social media using Adobe Premiere, Biteable, or similar
- Knowledge of online marketing channels
- Analytical and multitasking skills with the ability to meet established deadlines, working both independently and as part of a team
- Experience working with different kinds of people and communicating to a diverse set of audiences
- Performing Arts and non-profit background a plus
- A passion for music education and the performing arts, and a desire to translate that into powerful content that advances our social media presence, showcases our organization, and engages our audiences

Send cover letter and resume with subject {Social Media Manager – YOUR NAME} to jobs@WhartonArts.org.