

Title:	Social Media Manager
Level:	Mid-Management
Reports to:	Director of Marketing
Schedule:	Full time, hybrid with at least three days a week in office, plus special events
Salary:	\$50,000 - \$58,000*

The Social Media Manager drives ArtsWestchester's social media strategy, assists with Communications programs, and manages partnerships with internal and external stakeholders to maximize content creation, distribution and engagement, ensuring consistency across all platforms. A knowledge of and interest in the visual or performing arts is a plus for this position. This role collaborates across departments to develop and execute a social media content and paid social ad strategy in conjunction with the organization's event calendar, *ArtsNews* editorial, and department goals. This team member consistently looks for new and creative opportunities to create dynamic social content to develop countywide arts audiences, highlighting notable artists and cultural events among ArtsWestchester's cultural partners, while promoting attendance, ticket sales and engagement in arts council programs throughout the year. Social platforms ArtsWestchester currently utilizes include: X, LinkedIn, Facebook, Instagram and YouTube.

Essential Functions:

- Directs social media projects and event assignments.
- Creates paid social media ads with direction from Marketing Director.
- Creates engaging content and storytelling to grow visibility of and participation in the arts across multiple social media platforms.
- Manages partnerships with social media influencers and works with Marketing Director manage an annual social media ad budget.
- Develops, implements, and manages platform-specific marketing plans and engagement strategies.
- Works on-location during key arts events to provide the ArtsWestchester community behind-the-scenes looks into artists at work, events in progress in order to build enthusiasm, awareness and to give voice to various stakeholders and partners.
- Shoots and produces short video and photographic content for digital, social and editorial distribution.
- Oversees day-to-day interaction and publishing to ArtsWestchester's social media platforms.
- Responsible for the delivery of marketing, creative, digital, brand and broadcast assets for digital and social platforms.
- Manages the workflow in conjunction with Marketing Director and other marketing staff to ensure digital and social media coverage of key programs, regularly monitoring and engaging current trends, influencers arts organizations and artists in the region, and trends.
- Manages analytics programs, as well as tracking links/codes for social.

- Regularly provides reports on all established performance indicators to the Marketing team.
- Performs other tasks, projects, and responsibilities as assigned.

Minimum Qualifications:

- Bachelor's degree, or equivalent work experience.
- 2+ years work experience in social media, marketing, communications, arts administration, public relations, or related fields.
- Advanced level user familiarity with various social media platforms, Meta Business Suite and other related ad managers.
- Intermediate skill level with Microsoft Office products, Adobe Photoshop, video editing software and photography skills, and the ability to learn other basic computer programs.
- Ability to communicate effectively, verbally and in writing.
- Ability to work independently and thrive in a multi-task, fast-paced environment.
- Ability to research and test new platforms as well as consistently staying on top of trends and new technology and updates to existing social media platforms.
- Flexible in managing social media platforms.
- Ability to adopt a social voice that is consistent with the ArtsWestchester brand and artsy vibe across various platforms.
- Desire and ability to be a creative storyteller.
- Excellent organizational skills and attention to detail.
- Professional demeanor.
- Ability to travel to cultural events across Westchester County.
- Ability to maintain confidential information.

*The advertised pay scale reflects the good faith minimum and maximum salary range for this role. The advertised pay scale is not a promise of a particular wage for any specific employee. The specific compensation offered to a candidate may be dependent on a variety of factors including, but not limited to, the candidate's experience, education, special licensing or qualifications, and other factors.

Cover letter and resumes to: resume@artswestchester.org