

Job Description – Social Media/Admin

The Village Fine Arts Association (VFAA) is seeking to hire a part-time Social Media Administrator (SMA)

Organization Overview:

The VFAA has been a 501 c 3 arts organization since 1992. The SHAC was opened by the VFAA in 2014. Review the website for information on the VFAA and the SHAC: www.milfordvfaa.org.

Social Media/Admin

- Manage the social media and other marketing and publicity for the non-profit's classes, events and Programs conducted at their facility, the Suzanne Haskew Art Center. The SMA reports to the SHAC Coordinator and/or the VFAA Executive Director.
- Key responsibilities include 1) performing, 2) collaborating with other staff 3) and/or working with the volunteer coordinator to have volunteers :
 - Create or coordinate with others to provide graphics (Canva or similar) and descriptive copy for flyers/posts, etc. for marketing of classes, events, SHAC rentals, gift shop, etc.
 - Understand and use best practice methods of when to post, SEO and other web marketing principles
 - Post social media (Facebook, personal, pages, groups, as well as Instagram, Twitter) regularly to advertise classes, events, etc.
 - Market Gift Shop routinely
 - Create website content and update regularly in Wordpress
 - Send weekly email blasts marketing upcoming events/classes, etc. through MailChimp or similar app
 - Maintain/update email blasts database in MailChimp or similar app
 - Monitor all social media content for collection and analysis of data and adjust as applicable
 - Coordinate that all data/images/logos, etc. such as SHAC hours, is the same on all platforms (Google, Yahoo, Bing, Yelp, website, FB, etc...)
 - Coordinate with Publicity Volunteer to write press releases and distribute to current contacts, update contacts as needed
 - Conduct surveys to gauge existing and future interests
- Occasionally, as needed:
 - Be a presence at the SHAC (schedule is flexible and remote work is possible) and, if needed (if working alone), perform any basic administrative tasks (get postal mail and distribute, answer phone, return voice mails, answer text messages, check emails and answer or forward, check FB messengers and answer, etc.) as well as greet, assist, inform etc.,. walk-ins including processing payments for sales, class registrations
 - Assist with Gallery Exhibit Art Intake and Pick up as well as Small Works Gallery Gift Shop Items

Desired Qualifications:

The successful candidate will have experience with social media, (ideally for non-profit organizations), have excellent time management skills, is flexible in their availability for both day and evening responsibilities and/or is adept at tapping into the volunteer base to cover needed tasks. They are a people person with a positive attitude and a passion for art. The right candidate demonstrates an understanding of online marketing and social media with the goal of creating and documenting a sound strategy for the VFAA and SHAC, and executing the same. They are familiar with or willing to learn: Canva (posters/social media graphics/Fliers), Mailchimp (Email alert blasts), Facebook, Instagram, Twitter, Wordpress, Google business and other essential components of the job as determined.

Salary and Benefits:

The VFAA SMA is a part time position which does not pay benefits. Hours are approximately 45 per month.