

Position Title: Social Media Coordinator (Gallery Attendant)
Status: Part-time 10-15 hours/week
Reports to: Executive Director
Supervisory: None

Overview

The Social Media Coordinator is responsible for operating all social media accounts, including content calendars, posting, scheduling, social media graphic design, messaging, comments, and growing overall social media presence for West Valley Arts Council. The Social Media Coordinator works closely with staff to ensure all branding and communications are consistent and support the organization's outreach strategies and overall mission.

This role is stationed at the Arts HQ Gallery in Surprise, AZ and also serves as a Gallery Attendant. Occasional evenings and weekends required.

Responsibilities and Duties

Content Management / Marketing:

- Develop, implement and manage the organization's social media strategy.
- Collaborate with staff to gather content and ideas for assets for use in social media and newsletters.
- Create engaging text, image, and short video content in alignment with both WVAC branding and mission statement.
- Design posts to sustain followers, encourage engagement, communicate updates, and to promote WVAC events, exhibitions, and programs, including partnerships with other organizations, artists, etc.
- Generate engaging weekly newsletters using Mailchimp.
- Respond to social media messages, reviews, and queries.
- Compile monthly statistical reports of online engagement.
- Stay up to date with changes in all social platforms ensuring maximum effectiveness.
- Provide input on new ways to gain followers and expand community outreach/ audience.
- Review website for outdated content, broken links, and make updates as requested.
- Other duties as assigned.

Customer Service:

- Perform daily operations of gallery retail store, including sales and display/ merchandise maintenance.
- Assist in maintaining retail inventory, including artist retail consignment contracts, merchandise swapping.
- Support artists, teachers, and affiliates with memberships and online profiles and other inquiries.
- Answer gallery phone line and manage the gallery email account.

Exhibitions, Events, and Programming:

- Assist and follow up on exhibit proposals, gallery rentals, artists and art groups inquiries.
- Assist with gallery/exhibit maintenance between exhibitions including patching and painting, dusting, and cleaning.
- Assist in creating exhibit labels and signage.
- Assist with setting up and tearing down of exhibit receptions and special events.

Knowledge, Skills, & Abilities

- Excellent English communication skills, oral and written.
- Experience in social media marketing, content creation, and graphic design.
- Excellent knowledge of Facebook, Instagram, Twitter, LinkedIn, YouTube, TikTok, Pinterest, Google MyBusiness, and Yelp platforms and best practices.
- Strong computer skills and knowledge of Google Suite, Canva, WordPress, and social media scheduling platforms.
- Excellent time management skills.
- Experience in providing excellent customer service in a retail environment.
- Adept with using and learning technology (computers, databases, software).
- Must be highly organized, detail-oriented, and self-motivated in order to perform a wide variety of duties and responsibilities in a deadline-driven, sometimes fast-paced environment.
- Adept at creative problem-solving, anticipating and resolving issues quickly and independently.
- Must be able to lift 30 pounds, sit in a chair and/or stay on feet for long periods of time.
- Must be available to work evenings and weekends (ie exhibit opening receptions).
- Must have a valid Arizona Driver's License.
- Familiar with rules and regulations pertaining to non-profit foundations preferable.
- Have a genuine enthusiasm for all modes of art (visual, musical, written, spoken).

Requirements / Qualifications

Minimum Education:

High School diploma or GED

Minimum Experience:

Two to three years experience working in marketing, communications, or related field

OR

an equivalent combination of education, training, skills, and experience which provides the knowledge and abilities necessary to perform the work

Preferred Qualifications:

Experience working in the arts and non-profit organizations preferred.

How to Apply:

Must submit resume and letter of interest to info@westvalleyarts.org with the subject line "Social Media Coordinator"

No calls please. Position will remain open until filled.