



Job Title: Social Media Manager

Employment Type: Remote, Part-time Contractor

Time Commitment: 50 hours per month

Hourly Rate: \$60 per hour

Reports to: Director of Development

Proposed Start Date: 2/1/2022

Overview:

The Social Media Manager will be responsible for creating and publishing content on all social media platforms, to grow the audience and build brand awareness for Curationist.org. This team member should understand the targeted audience for each social channel, creating persuasive content that strikes a chord with the intended audience, and unique to the typical interactions of each channel. They will also oversee site metrics, interact with the community, and have a role in creative design.

About Curationist:

Curationist.org is an emergent free-knowledge ecosystem made for curating and sharing global art and cultural heritage. Our goal is to deepen cultural awareness by creating accessible and equitable content about art and cultural heritage.

Curationist is developing a free digital archive of art and cultural heritage images culled from leading institutions from around the world. We are a non-profit organization dedicated to producing educational content that responsibly and respectfully updates and challenges the historical record. All of the digital works on our site are open access, and in the public domain.

We aim to help people learn about cultural heritage in fun, engaging, and inclusive ways. We envision an open collaborative platform where people can situate themselves in an artistically and culturally diverse, dynamic, and expanding world.

What We're Looking For:

We seek a collaborative and curious team member who is an art and cultural lover that can strategize, engage, create, schedule, listen, measure, and experiment in regards to social media.

We are dedicated to fostering a diverse and inclusive work environment. We are guided by our commitment to geographic diversity, anti-colonial, anti-racist, feminist, and queer practices in building our team, delivering content, and cultivating community. Transformation and innovation occur when varied ideas, perspectives, and backgrounds emerge as a collective voice.

Responsibilities:

- Develop an agile social media strategy that drives traffic to our platform to build and nurture our community
- Using our style guide, craft content that increases our community engagement online
- Create a brand persona and tone of voice for our platform that positions us as a thought leader
- Create successful social media campaigns that will generate donations and new platform users
- Growing our outreach and community through engaging, meaningful and often playful content
- Have a high-level understanding of the multi-faceted landscape of Curtationsit.org
- Engage in relevant online discussions related to Open Access and Open Educational Resources
- Work with relevant ecosystem thought leaders/influencers or complementary organizations to grow the platform's following organically
- Work with team to align the editorial content calendar with social media calendar
- Work with relevant departments to gather information and share ongoing pertinent updates
- Maintain monthly KPI reporting and report to team

Qualifications:

- Minimum of two years of experience in a similar role
- Excellent oral and written communication skills
- Advanced knowledge of social media platforms, trends, and ongoing algorithm updates
- Proficient use of content production software (Photoshop, Indesign, Canva, etc.) and social media publishing tools
- Knowledge of OpenGLAM (Galleries, Libraries, Archives and Museums) and/or arts and culture

Where:

This is remote work, via Zoom, Slack, Google Drive, etc., with weekly synchronous meetings and co-working sessions to be set by the team.

Sound Like a Good Fit?

Send a cover letter and resume to jobs@mhzfoundation.org

Let us know about you, your applicable experience, relevant skills, how you connect with this job posting, and your interests in arts and culture.

Please put the position you are applying for in the subject line.