



Position Title: Marketing & Social Media Coordinator

Position Duration: Full Time

Compensation: \$35,600 - \$39,000

Description: The Jazz Arts Group Marketing & Social Media Coordinator works collaboratively with the Director of Marketing & Communications and programming staff to support brand management, and social media content development, strategy, and implementation.

- Duties and Responsibilities:
 - Create and execute actionable plans to both grow follower count, increase engagement, and promote offerings through social media platforms: Twitter, Facebook, Instagram, etc.
 - Ensure progress on all platforms by establishing a performance dashboard and using analytics tools
 - Monitor and update company website for maximum SEO performance
 - Track and align content across multiple sites and social channels
 - Create and distribute new and traditional media marketing assets, utilizing them in social media posts, eblasts, online events, postcards, etc.
 - Advance JAG promotion/branding through collaborations with community partners
 - Proactively contribute to ideas for projects and ways to improve ROI, operational efficiencies, and project outcomes

- Qualifications:
 - Experience with social community management for a brand
 - Working knowledge of or willingness to learn the following: Microsoft Office (including Excel formulas), WordPress, InDesign, Facebook, Twitter, Instagram, Google Analytics, Adwords, SEO, SEM, Mailchimp, Survey Monkey, iContact
 - Creative and efficient work style, capable of working both independently and collaboratively in a hybrid in-person and remote environment
 - Basic knowledge and experience with journalistic and marketing writing, and content/collateral development
 - Ability to multi-task and prioritize in a fast-paced and dynamic work environment
 - Strong attention to detail and demonstrated follow-through with administrative duties
 - Willingness to learn various other database and/or software programs

- How to Apply:
 - Please submit the following items by email to: twomble@jazzartsgroup.org.
 1. Cover letter that describes: A) why you are interested in the position, and B) what experience you bring to this role.
 2. Résumé/CV.
 3. Samples of relevant work that may include social media posts, eblasts, event graphics, artist biographies, press releases, etc.