

CONTEMPORARY ARTS CENTER SOCIAL MEDIA INTERN

Status: Part-time with some evening and weekend hours as needed (15-20 hours per week)

Reports To: Communications Manager and Communications Director

Works With: Communications Department

Supervises: None

Pay: Credit only (unpaid)

Social Media Intern Position Summary:

The Contemporary Arts Center whose mission is dedicated to the presentation, production, and promotion of the art of our time, is seeking a creative, positive, and self-starting social media intern. The ideal candidate will be passionate about art, education, community, and innovation.

The candidate will have superb writing and visual skills; a strong understanding of social media platforms including Facebook, Instagram, Twitter, Tik-Tok, and emerging social media platforms, and be at ease with engaging online communities. Candidates should also have some understanding of social media management tools, including Hootsuite. The CAC is counting on this individual to drive our social media platforms, and amplify the CAC's digital voice in the local, regional, national, and international arts, cultural, and civic community.

Social Media Intern Responsibilities:

- Develop and share content on multiple social media channels including Facebook, Instagram, Twitter and other emerging platforms that drives awareness, builds our community, and reinforces the CAC's mission of presenting the art of our time, while helping us meet institutional goals for membership, attendance, and revenue.

- Manage the CAC's social media content calendar that advances the Performing Arts, Visual Arts, Development, and Public

Programs initiatives of the CAC with the objective being to increase awareness and build community.

- Brainstorm campaigns ideas that will build audience and engagement on social media networks.
- Act as the digital voice of the CAC and its programs on social media, maintaining a style that's consistent with our brand.
- Monitor social conversations, respond when appropriate, and alert upper management when action is required.
- Provide live video and photo coverage of CAC events, including op nights and on weekends as needed.
- Stay up to date on the latest trends in social media and determine ways to implement them for the CAC.
- Analyze social media analytics to gauge the success of campaigns.
- Demonstrate and understand the mission of the CAC, its programming, and audiences.
- Engage with guests, artists, and partners online.
- Provide suggestions to the CAC Communications and Patron Services team for improving customer experience on social platforms and internal processes.
- Assist with reporting and data analysis as needed

The right candidate will be able to contribute 15-20 hours a week in exchange for academic credit. They will work on a team that consist of the Communications Director, Communications Manager, and other interns.

Social Media Intern Qualifications / Skills:

- Strong understanding of social media marketing and multiple platforms as both a marketer and as a user. Understanding and knowledge of social media trends and best practices and a willingness to share that knowledge with others in the organization.
- Experience in online engagement with the general public -- customer service experience a plus.

- Ability to work quickly and independently in a fast-paced environment while juggling multiple projects with competing timelines.
- Preferred: experience with social monitoring and scheduling tools such as HootSuite or Co-Schedule.
- Strong writing/editing ability and strong verbal communication skills
- Demonstrates good judgement and caution required when acting as the voice of a trusted nonprofit brand.
- Experience with content management systems and other forms of digital marketing is a plus.
- Organized and professional, actively communicating with the rest of the Communications team

Please submit a resume and cover letter via this job listing or email your resume to info@cacno.org. This position will be filled as soon as possible.