

Job Title: Social Media Coordinator

Full/ Part-time: Part time, 10 hrs/week, hourly

Hiring Salary/Salary Range: \$15.75/hr

POSITION SUMMARY:

The Social Media Coordinator develops original content and suggests creative ways to promote our brand by overseeing all social media for Arts4All Florida. Ultimately, the Social Media Coordinator should be able to increase Arts4All Florida web traffic, awareness, and customer engagement metrics by communicating programs, services, and resources to all stakeholders, including parents, professionals, and individuals with disabilities.

- Responsible for daily/weekly posts to all applicable social media platforms, including Facebook, Instagram, Twitter, Pinterest, LinkedIn, and YouTube
- Monitors all social media sites and ensures consistency of messages across multiple networks
- Works closely with the Arts4All Florida staff on various programs and events to be promoted
- Coordinates the marketing/communications calendar
- Tracks social media measurements
- Assists Arts4All Florida staff and Board members on utilizing social media to benefit Arts4All Florida programs and activities
- Assists with Arts4All Florida events behind the scenes and onsite by live posting on various social media platforms
- Assists with getting social media posts approved by funder

Attention to detail is critical. Must be organized and detail oriented. Must possess excellent verbal and written communication skills and have expert knowledge of social media channels, including keeping up with technologies used in social media and using social media marketing tools, such as:

- Social media planning, scheduling platforms (Buffer, Hootsuite, etc.)
- Layout design and presentations (Canva, Adobe products, Constant Contact, etc.)
- URL shortener (Bitly, Tiny URL etc.)
- QR code generator
- Link in bio tools (Linktree, Linkin.bio, etc.)

Arts4All Florida provides, supports and champions arts education and cultural experiences for and by people with disabilities. A private not-for-profit organization, Arts4All Florida conducts art education programs in schools, Department of Juvenile Justice facilities, and community centers; promotes the accomplishments of artists with disabilities through our artist registry, exhibitions, and performances; and increases access to the arts through professional development workshops. Arts4All Florida is headquartered at the College of Education at the University of South Florida. This position will be an employee of the nonprofit arm of Arts4All Florida and will not be a USF employee. Level 1 background check required.

To apply:

Please send a cover letter, resume, and portfolio of social media post URLs to Jennifer Sabo at jsabo@usf.edu. Please use the subject line: "Application for Social Media Coordinator" - Your Name