ACPPA Community Art Center

506 Haws Ave, Norristown, PA 19401

The mission of the Community Art Center is to provide opportunities that use art as a vehicle of creative self-development and community revitalization. It is our hope that through the creative process, our students are able to envision a positive future for themselves and gain the tools necessary to build a pathway to that future.

Position: Social Media Coordinator (1 opening)

The ACPPA Community Art Center provides art and dances classes to Norristown area families. ACPPA’s main focus is to enrich the lives of children and parents through visual art classes that promote positive lifestyle choices.

The Social Media Coordinator will use social media sites as a powerful marketing tool for the community art center.

Specific duties

- Responsible for daily posts/tweets to all applicable social media outlets; Use and update Facebook, Twitter, Pinterest, and Google Plus pages. Utilize HootSuite to manage and schedule posts
- Develop and post appropriate content to engage ACPPA’s current audiences, while also engaging new followers and supporters
- Stay updated to current trends and changes with Twitter, Facebook, YouTube and other social media, to ensure best practices are used with each social network.
- Coordinating ACPPA calendars with online activity
- Analyze each social network's reports regarding engagement, to increase participation in social media with our audiences; tracking social media influence measurements; Preparing reports to update internal staff on usage of statistics.
- Communicating with staff and board to ensure proper online messaging and relevancy
- Ensuring consistency of messages across multiple networks
- Maintain consistent level of postings appropriate to each social network; Continuous monitoring and coverage of all sites.

Qualifications

- Good writing and communication skills
- Self-motivated and hardworking,
- Love of the arts

This position has flexible hours, though it is preferred that one shift (at least 3 consecutive hours) be completed between daytime hours (anytime between 9-4p).