



THE CENTER FOR THE ARTS

Since 2000, The Center for the Arts - a 501(c)(3) nonprofit arts organization - has grown into a leading presenter of music, dance, theater, comedy, literary and visual art, and family programming, offering more than 150 events per year from its location in downtown Grass Valley. The Center completed a major renovation of its multi-use facility in downtown Grass Valley in 2020, making it a premier performing arts destination. The venue includes the Main Stage, which accommodates up to 492 guests in configurable theater seats and up to 700 patrons for dance shows.

TITLE: Social Media Strategist

REPORTS TO: Marketing Manager

JOB DESCRIPTION:

The Center for the Arts seeks a Social Media Strategist that will be able to complete a broad variety of digital advertising tasks and support the promotion of The Center. Reporting to the Marketing Manager, the Social Media Strategist will manage and facilitate the social media calendar as well as produce content to promote events.

Candidates should note this role includes content creation, attending local events as well as Center events in person, publishing content according to a predetermined schedule, and participating in regular team meetings. Qualified applicants should be detail-oriented and passionate about social media and digital advertising. This position has the option of a flexible schedule, as many events are held in the evening and on weekends.

DUTIES and RESPONSIBILITIES:

- Create digital content to promote The Center and upcoming events.
- Work with artist teams to coordinate digital marketing strategies.
- Work with the Marketing Manager to build and execute a social media calendar.
- Execute social media engagement strategies and best practices.
- Provide analytics and budget recommendations regarding digital marketing strategies.
- Other duties as assigned.

QUALIFICATIONS:

- Outstanding copy editing skills.
- Outstanding written and verbal communication skills are required.
- Must be able to multitask.
- Knowledge and previous experience in social media management are a must.
- Full comprehension and use of Google Drive and basic computer skills.
- Practical problem-solving.
- Advanced knowledge of Facebook, Instagram, Spotify, and Pinterest platforms as



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a marketing tool is a must.

- The ability to use various software including Asana, Patron Manager, Adobe suite, or Salesforce is a plus.
- Photography and video editing skills are a plus.
- Ability to work collaboratively with a team and take direction as needed.
- Ability to thrive and adapt in a fast-paced environment.
- Hardworking, creative, and professional, with strong attention to detail.

HOURS

Part-time at 25-30 hours per week with the potential to increase hours as needed. This position requires working nights and weekends regularly and the ability to work for long periods of time on the computer.

BENEFITS

- Show tickets
- Flexible hours
- Discounts on classes and workshops
- 20% discount on Center Merchandise and drinks at the Center Bar.
- 40% discount on WorldFest Merchandise
- Sick and Vacation time
- CalSavers Roth IRA

TO APPLY

Email cover letter and resume to hr@thecenterforthearts.org.