

ARTISTIC FREEDOM INITIATIVE

Job Title: Part-Time Digital Marketing Coordinator

Location: Remote, NY

Hours: 20-25 hours per month

Contract Term: June 1 - Dec 31

Pay Range: \$35-\$45 per hour

Position Overview:

We are seeking a dynamic and creative Junior to Mid-Level Digital Marketing Coordinator to join our team on a part-time basis. This individual will be responsible for developing and disseminating communications assets (including social media and email marketing) to promote our work and events. The ideal candidate will possess a strong understanding of digital marketing trends, excellent communication skills, and the ability to craft compelling messages that convey our mission. Average monthly time commitments are estimated at 20-25 hours with weekly time allocations between 5-10 hours depending on AFI's communications needs.

Key Responsibilities:

- Collaborate across teams to identify program-specific communications priorities
- Develop and implement a communications calendar synthesizing posts and emails for the organization
- Develop and standardize visual brand across various assets
- Create engaging and relevant email marketing content
- Create engaging and relevant content for various social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok.
- Monitor digital marketing channels for engagement, comments, and messages, and respond in a timely manner.
- Analyze digital marketing performance metrics and adjust strategies as needed to optimize results.
- Stay up-to-date with digital marketing trends, tools, and best practices.
- Provide recommendations for improving digital presence and engagement.

Qualifications:

- 1-3 years of experience in social media management or digital marketing. Experience in non-profit or arts communications preferred.

- Strong understanding of digital marketing platforms and their respective audiences.
- Excellent written and verbal communication skills.
- Creative thinker with the ability to develop engaging digital marketing content.
- Detail-oriented with strong organizational skills.
- Ability to work independently and collaboratively in a remote environment.
- Experience with digital marketing analytics tools (e.g., Google Analytics, Facebook Insights) preferred.
- Knowledge of design tools (e.g., Canva, Adobe Creative Suite)

Benefits:

- Flexible work schedule
- Opportunity to work with a dynamic, passionate team
- Gain experience in mission-driven digital marketing strategy and marketing
- Competitive compensation

How to Apply:

Please submit your resume and a brief cover letter outlining your relevant experience and why you are interested in this position to info@artisticfreedominitiative.org.

Thank you for considering joining our team at AFI. We look forward to reviewing your application!