



Social Media Coordinator | Part-Time

Job Overview:

En Foco seeks a **Social Media Coordinator** passionate about expanding audiences across social media platforms such as Instagram, Twitter, Facebook, and LinkedIn. We're looking for a smart creative who can continue to build audiences and engagement through social media, website updates, and weekly e-newsletter coordination. The ideal candidate is an independent worker who is organized, detail-oriented, has basic design skills, and can work with a passionate team.

Founded in 1974, En Foco makes the work of BIPOC photographers visible to the art world while creating access to underserved communities. Through exhibitions, workshops, events, and publications, En Foco provides professional recognition, honoraria, and assistance to photographers as they grow into different stages of their careers.

Position requirements:

- Bachelor's degree or equivalent in communications, marketing, Visual arts, or a related field or three years of similar work experience
- Expert at targeted communications and advertising campaigns across various media platforms
- Demonstrable experience with building effective media campaigns

Responsibilities:

- Create social media campaigns and the day-to-day management of the organization's social media accounts including updates, and monitoring: Facebook, Twitter, Instagram, & LinkedIn.
- Design, develop content, and coordinate weekly e-blasts in Constant Contact
- Website updates (www.enfoco.org): new content related to public programs, grants, and exhibitions
- Basic graphic design for website and public programs
- Creation and implementation of social media best practices across all social media channels
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Create and maintain an organized system to include dates, descriptions, locations, and content for all materials, including editorial calendars and syndication schedules
- Work closely with En Foco staff to develop and execute new strategic marketing plans, campaigns, and programs

Qualifications:

- Excellent organizational skills and high attention to detail
- Excellent written and verbal communication skills
- Extensive social media platform knowledge
- Strong understanding of the evolving language of the Internet
- Familiarity with web design and publishing
- Strong working knowledge of Microsoft Office, Google Suite, Adobe Suite, and other editing software
- Ability to work on projects independently and with minimal direction
- A high level of discretion and confidentiality

Please email your resume and a cover letter describing your interest in this position. Materials should be e-mailed to jobs@enfoco.org, with the subject line "Social Media Coordinator." No phone calls please.