



# METRO ARTS

NASHVILLE OFFICE OF ARTS + CULTURE

## **Social Media Specialist**

Part-Time Temporary

(20-25 hours/week for \$30.00 per hour)

Metro Nashville Arts Commission or “Metro Arts” is the office of Arts & Culture for the city of Nashville and Davidson County. We believe that arts drive a more vibrant and equitable community. We strive to ensure that all Nashvillians have access to a creative life through community investments, artist and organizational training, public art, and direct programs that involve residents in all forms of arts and culture.

We are seeking a Social Media Specialist who can oversee our existing social media channels (Facebook, Twitter, and Instagram), launch a TikTok channel, and oversee our monthly e-newsletter to the public.

### **Responsibilities**

- Monitor Metro Arts’ social media profiles.
- Promote and boost the ways social media followers engage with Metro Arts.
- Respond to audience questions and concerns received through social media.
- Promote the Metro Arts grants, collections and events on social media
- Write, proofread, and edit copy; create graphics; and manage other communications tools and assets.
- Engage the community on social media through polls, contests, and other engaging activities.
- Participate in creative brainstorming for marketing campaigns and assist in design and implementation of campaigns.
- Support other marketing efforts, tasks, and projects as needed.

### **Minimum Qualifications**

Any combination of education and experience that would prepare the incumbent to perform duties of the position. Candidates may have a Bachelor’s degree in Marketing, Journalism, or a related field and 1-2 years of professional experience in social media and email marketing.

### **Preferred Experience, Knowledge, Skills:**

- Knowledge of the principles, methods and techniques of social media marketing, including copywriting and proofreading
- Professional experience with social media marketing platforms, including Facebook, Twitter, Instagram, TikTok, and/or Hootsuite.
- Professional experience with Emma or other email marketing platform.
- Experience creating content and videos for social media.

- Passionate about social media and leveraging it as a strategic tool for communications.
- Skill in research and analysis of social media marketing data preferred.
- Strong bilingual communication skills in Spanish, Arabic, or Kurdish preferred.

**To apply, please submit a cover letter and resume to [mollie.berliss@nashville.gov](mailto:mollie.berliss@nashville.gov) by 12/29/2022. No phone calls, please.**

*We are an equal opportunity employer that values diversity at all levels. All individuals, regardless of personal characteristics, are encouraged to apply.*

Metro Nashville Government respects the religious beliefs and practices of all employees and will make, on request, an accommodation for such observances when a reasonable accommodation is available that does not create an undue hardship on business operations.

**Requests for ADA accommodation for the recruitment process should be directed to Human Resources at 615-862-6640.**