Social Media Marketing Assistant (Contract)

The Social Media Marketing Assistant works closely with our creative and communication teams to advance the mission of Out Montclair Inc., a small but rapidly growing non-profit organization created in 2021 to build community and promote inclusivity and equality for LGBTQIA+ people in Montclair, NJ, and its surrounding areas. Reporting to the Creative Director, the Social Media Marketing Assistant acts to grow our digital presence by crafting engaging content for our social media channels. This is a new position that responds to the rapid growth of Out Montclair and community demand for its programs.

Responsibilities

- Produce, schedule, and publish various types of content (text, video, and graphic) on social media channels in alignment with Out Montclair’s messaging matrix
- Analyze social media landscape and advise creative team on new campaigns
- Work closely with photography, graphics, and communications teams to achieve consistency in messaging and responsible stewardship of Out Montclair’s mission
- Participate actively as a member of the creative team, suggesting improvements on new and existing campaigns
- Communicate with audience via social media channels
- Be available for Montclair Pride (June 10th) to post on social channels in real-time
- Other responsibilities that may arise from time to time

Preferred qualifications

- Bachelor’s degree or higher in an art, design, marketing, or related field(s); or equivalent professional experience
  - This position is open to students nearing the end of their education that have completed a previous professional internship.
- Experience in marketing or content creation is preferred
- Excellent written communication skills
- Familiarity and sensitivity with the issues and challenges facing LGBTQIA+ people in Montclair and around the country
- Ability to work efficiently with minimal supervision
- Enthusiastic, optimistic, and forward-thinking approach to community engagement
- Excellent interpersonal and conflict-management skills
- Demonstrated value of and ability to work effectively with diverse groups of people
- Passion, idealism, integrity, resourcefulness, and humility

Other information

- This is a contract position from early April through mid-June. Anticipated commitment is 5-10 hours/week. Total time for this role will be 100 hours. The week of June 5th will require more time, specifically on June 10th for the Montclair Pride festival.
- Work will be performed remotely, as Out Montclair does not have a physical office space.
- Must provide your own computer, monitor(s), internet connectivity, phone, etc.