
Job Title	Social Media Coordinator
PVN ID	HO-2503-006748
Category	Managerial and Professional
Location	HOSTOS C. C.
Department	Culture & Arts / College Relations
Status	Part Time
Hourly Rate	\$30.00-\$33.00
Hour(s) a Week	20.00
Closing Date	Apr 13, 2025 (Or Until Filled)

General Description

Hostos Center seeks applications for a part-time Social Media Coordinator. Reporting to the Arts Center's Director. The successful candidate is responsible for developing and implementing social media strategies to increase the Center's digital presence and marketing efforts across multiple social media platforms.

Other Duties

Responsibilities include, but are not limited to:

- Manages the Center's social media platforms including Facebook, Instagram, Twitter, etc.
- Works with Graphic Designer and Marketing Coordinator to create content and strategies
- Generates, edits, publishes, and shares social media content regularly, using informative and meaningful text, images, and videos
- Responds quickly and professionally to all user feedback, questions and comments
- Engages with viewers and audiences during live streaming, providing real-time information
- Collaborates with and provides content to the College's Communications Department for the College's social media outlets
- Meets regularly with the Center's Performing Arts Manager and Marketing Team
- Measures the success of every social media campaign and helps collect and analyze metrics of each event to improve strategies
- Other duties as assigned

Qualifications

- Bachelor's degree and a minimum of 1-2 years of related experience in social media marketing and

promotion

- Strong written and verbal communication skills
- Knowledge of Microsoft Office, including Word
- Bilingual in English/Spanish a plus
- The position requires working on live events when they take place, either on evenings or weekends