



## Social Media Coordinator

The Detroit Women's Chorus is open to ALL self-identified women, including people who identify outside the gender binary, and anyone who wishes to join their voice in support of human rights, acceptance, and social equality. There are no auditions — all are welcome.

### **Job description:**

The Chorus is seeking a Social Media Coordinator Intern to work closely with the Executive Director, Artistic Director, and Director of Operations to develop and implement a Social Media strategy to increase the Chorus' online presence, and to improve marketing and recruiting efforts. This position will run from September 2019 through June 2020.

### **Job duties and responsibilities:**

Develop, implement and manage an overall social media strategy for the Chorus, using primarily Facebook and Instagram

Investigate and advise on the value of establishing a Twitter presence

Create, manage, and oversee social media calendar and content

Work with the Executive Director, Artistic Director, and Director of Operations to ensure content is appropriate, informative, and appealing

Define most important social media key performance indicators

Monitor search engine optimization and user engagement

Measure the success of social media campaigns

Provide constructive feedback

Support the organization in the execution of performances and special events

### **Time commitment:**

2-5 hours per week spent remotely or "on site"

Attendance at open rehearsals for recruiting new members (9/10/19 and 9/17/19; 1/7/20; and 4/7/20)

Attendance at DWC dress rehearsals, performances, and special events for photo opportunities and/or live updates; see online event calendar for more information

Other time deemed necessary as scheduled with the Executive Director

### **Job requirements and desired qualifications:**

Excellent knowledge of Facebook, Instagram, and Twitter; experience with LinkedIn and Pinterest a plus

Familiarity with social media best practices

Flexible team player with a sense of humor and sympathy towards our mission

Self-starter and problem-solver with excellent written communication skills

Highly organized and detail-oriented with excellent time management skills

**A stipend is available for this position. Interested candidates should contact Alice Fabiszewski, Executive Director, with resume or list of comparable experience at [alice@detroitwomenschorus.org](mailto:alice@detroitwomenschorus.org).**