

TAC of Corona Heritage Foundation is a 501(c)3 nonprofit charitable organization

Social Media Artist, Content Creator – Volunteer

Description

The Social Media Assistant is an unpaid volunteer position. This role will assist our Director of Marketing and Public Affairs (also a volunteer position) in promoting current social media strategies to increase overall reach, create brand awareness, and grow our community of supporters and donors. We'd love to see you get creative and stretch those video social content marketing muscles with autonomy and collaborative creative support! After all, we are here to celebrate artists like you! Our entire organization is led, maintained, run and supported by passionate volunteers who happen to be artists of all types.

Day-to-day

You will use social media outlets to promote active TAC campaigns and messaging to engage the public and increase online presence and promote events for localized support. Guidance, mentorship, creative workshopping, and training is available to you by our Director of Marketing and Public Affairs, an individual with 12+ years digital marketing experience with Fortune-500 corporations and tech startups.

This role directly contributes to TAC and Corona Heritage Foundation's mission to celebrate and support art, culture and history in our community. As 2024 planning is underway, this individual will also be provided the opportunity to contribute to ideas for programming, events, and community integration. We're looking for a passionate and dedicated big-ideas person.

Duties and Responsibilities

- Support our organization's active social media campaigns (Instagram and TikTok focus).
- Build a TikTok presence with creative autonomy and collaborative support. Big idea individuals and community artist changemakers encouraged to apply!
- Spread TAC messaging and activities through the organization's social media channels, and personal social media networks, if willing.
- Ideate content ideas with support of local commercially trained photographer AND documentary videographer (we have work on HBO MAX and can educate you on performance-driven deliverables).
- Willingness to create low-fi creative video content.
- Assist with adapting general campaign messaging for the different outlet-specific audiences.
- Contribute creative ideas and execute designs for increasing online reach, and new campaign initiatives.
- Assist in monitoring activity and user interactions for all social media.

Skills & Personal Traits

- Based on experience, there is a very strong opportunity to be nominated to our Board of Directors as Director of Social Media Marketing.
- Experience with key social media channels and integrations; primary focus will be Instagram & TikTok reels content; Ideal candidate would love to build a TikTok presence with creative strategic support and collaboration with our Director of Marketing and Outreach.
- Curious, outgoing and enthusiastic creative with passion for community and outreach.
- Strong writing and video editing skills, with keen attention to detail.
- Works well independently and proactively as part of a team, and ability to meet deadlines.
- Micro influencer and large social media network is a plus.

Term/Commitment

This position requires a minimum 4-month commitment for an average of 3-6 hours per week, which can be completed virtually, but we would love to find a local Corona or SoCal Art and Culture enthusiast who is able to be on-site with our Director of Marketing 1-day (3 hours) per week. Position commitment is subject to renew and extend by agreement from both parties. A successful and dedicated candidate will be nominated for our Board.

Requirements

Please send us an email including your overall interest, as well as a resume.

Benefits and Recognition

This position provides valuable experience for communications, public relations, marketing and nonprofit management students. Also suited to individuals with an interest in gaining experience in the nonprofit sector or in the social media and marketing fields, and anyone dedicated to the art and history.

Our organization is led and run entirely by passionate volunteers. That's right. You read that correctly. Every single individual here on-site is here because we believe in community, art, culture, and the Park. We have an excellent, talented, flexible, and versatile group of experts who are all working together to strengthen community. We'd love you to be a part of the Park's success.

Reach out to Marketing@CoronaHeritage.org with questions, to set a meeting, or discuss opportunities and ideas you may have. Thank you! Please consider being a part of our community. Or, complete our online form submission here: <https://www.theartscolony.org/volunteering>

PLEASE NOTE: If for some reason, your position requires you to be in direct contact with minor children, a personal background check will be required. No exceptions.