

Part-Time Marketing Admin & Social Media Manger

Summit Downtown, Inc. (SDI) is the nonprofit that manages the day-to-day operations for the Special Improvement District of downtown Summit, NJ. Part of SDI's work is to market the downtown and its businesses and also plan and execute events that bring people to downtown Summit such as the Summit Farmers Market, Family Fun Night, Summit Street Sounds, and holiday events.

SDI is seeking a Part-Time Marketing Admin and Social Media Manager to work approx. 15 hours/week in its fast-paced 3-person office. Some work may be remote.

SDI is looking for a talented social media manager and marketing assistant to administer social media accounts and assist with events. The ideal candidate for this position will be responsible for managing the social media accounts including Facebook and Instagram and for creating original text, photo and video content, managing posts and responding to followers. This position also assists in the development, promotion, and execution of SDI events. The ideal candidate will manage SDI's company image in a cohesive way to achieve their marketing goals. Candidates should have excellent communication skills and be able to express SDI's views creatively.

Responsibilities:

- Design and implement social media strategy to align with business goals
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Collaborate with staff to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design (e.g. Facebook timeline cover, profile pictures and overall layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Perform research on current benchmark trends and audience preferences
- Assist with creation of marketing emails
- Attend events in the downtown (Summit Farmers Market, SDI events, grand openings, businesses' events, etc.) as a representative of SDI and to take photos and live videos for social media and photos for press releases and website
- Assist with distribution of marketing materials to the businesses
- Network with and maintain regular contact with business owners and managers in the downtown

Skills & Requirements:

- Proven work experience as a Social media manager
- Hands on experience in content management
- Excellent copywriting skills
- Ability to deliver creative content (text, image and video)
- Knowledge of online marketing channels
- Excellent communication skills
- Analytical and multitasking skills
- BS degree (not required) in Marketing or relevant field or experience
- Flexible schedule: Days/hours in the office are very flexible; must be able to work some evening and some weekends for events (events and past event photos on SDI's website)