



Social Media & Website Specialist

Reports to the Marketing & Communications Director

Position Summary

The Social Media & Website Specialist will work collaboratively with Marketing & Communications staff to develop and implement social media strategies aimed at connecting with new and existing audiences, maximizing class and workshop enrollment, increasing donations, and promoting Folk School events. They will also work with a team of staff and contractors to create and maintain a new front-facing website for the school. Through their work, they will exemplify a deep understanding of the Folk School's history, strategic plan objectives, mission, vision, and values.

Position Responsibilities

- Responsible for development and implementation of the Folk School's social media strategy aimed at attracting new and diverse audiences, connecting with the local community, and building relationships with similar individuals, businesses, and organizations.
- Collaborate with Marketing & Communications, Programming, and Development staff to plan and develop social media campaigns to promote classes, events, and fundraising initiatives.
- Encourage engagement between the Folk School and its social media followers by creating relevant and meaningful content on the school's social media sites to generate interest in Folk School classes, events, and weekly activities.
- Monitor the social media pages for Facebook, Instagram, LinkedIn, and Pinterest and respond to messages and comments.
- Measure and track the success of search engine optimization and user engagement.
- Regularly take photos and videos of campus life and events for use in social media, blog, website, and catalogs.
- Stay up to date on social media best practices and technologies.
- Work with staff and contractors to build and maintain a new front-facing website.
- Oversee website content by making requested changes and ensuring that all information is accurate and up to date.
- Produce the electronic version of the school's biannual print catalog and post it on the website.
- Manage marketing leads and mailing lists generated by the website, blog, and social media.
- Travel occasionally to meetings, conferences, and festivals to represent the Folk School.
- Assist Marketing & Communications staff with catalog mailings and intake of instructor photos as needed.

Qualifications

- Two years experience as a Social Media & Website Specialist or similar role.
- BA or BS degree in Marketing or related field is recommended.
- A solid understanding of the Folk School educational model and its values; an approach to lifelong learning that is community-based, inclusive, non-competitive, and curiosity driven.
- Knowledge of local and regional Appalachian history and culture is a strong asset.
- Familiarity with traditional and contemporary craft, music, and dance is highly preferred.
- Excellent knowledge of Facebook, Instagram, Pinterest, and LinkedIn and current social media best practices.
- Understanding of SEO and web traffic metrics.
- Proficiency in MS Word, Excel, Adobe InDesign, Photoshop, Lightroom, and Acrobat Pro.
- Critical thinker and problem-solving skills.
- Excellent time-management and planning skills.
- Team player with excellent interpersonal and communication skills.

Physical Demands

This position requires travel and the ability to drive a car. A current driver's license is required. The position requires that the employee be able to walk unaided up and down hills and over uneven terrain, bend, stoop, and have use of fine and gross motor skills. The work of this position frequently requires the use of hands to finger, handle, or touch objects, tools, or controls. The employee must occasionally lift and/or move heavy objects or boxes, up to 50 pounds. While performing the duties of this job, the employee will likely need to sit and to work at a computer. Must be able to work weekends and holidays, as needed. This position requires fluency in English.

Applications

Please submit the following materials by e-mail to Keather Gougler at keather@folkschool.org, or by USPS to:

Keather Gougler
Marketing & Communications Director
John C. Campbell Folk School
One Folk School Road
Brasstown, NC 28902

1. Cover letter that expresses your desire to work at the Folk School and reasons for interest in the position.
2. Resume detailing education and work experience.
3. Contact information for three professional references.

Review of applicants will begin immediately and continue until the position is filled.