

## **Social Media Assistant**

### **Visual Studies Workshop**

36 King Street, Rochester, NY 14607

Part-time, 10-15 hours per week/\$20 per hour

Some weekend/evening hours

[www.vsw.org](http://www.vsw.org)

### **About Visual Studies Workshop**

For over five decades, VSW has nurtured experimental and expansive approaches to photography, film, and media art, while building connections between artists and the public through exhibitions, publications, and residencies. At the heart of our work is a vision for a society that values the human need to create and share ideas.

### **Job Description**

The social media assistant will be a valued member of the VSW team and will be responsible for growing social media presence and mailing list and expanding storytelling around the work we do at VSW including public programs and screenings, exhibitions, artist residencies, publications, workshops, media preservation, archival collections and internships.

### **Main duties include:**

- Content creation & content utilization – produce or solicit engaging images, text and videos related to VSW activities + collections and schedule for sharing on social media platforms
- Engage and grow audiences – work with VSW staff to grow audiences for mailing lists and social media, respond to comments, messages and mentions, and monitor analytics.

### **Required Qualifications**

- Photography, video editing, graphic design, and writing skills
- Experience with social media platforms and content creation
- Experience with social media management tools like Hootsuite
- Background/strong interest in media arts, photography, or film
- Candidate should reside within the city of Rochester (non city residents may apply but VSW will favor fully qualified applicants who live within the city of Rochester)
- Must be at least 18 years of age

### **Schedule & Compensation**

This position is part time, and is paid \$20/hour, 10-15 hours per week.

The weekly schedule is flexible keeping in mind there is an expectation to attend designated VSW evening events, and be available for some daytime weekday hours to capture activity and attend the weekly staff meetings.

### **To Apply**

Send a letter of interest that outlines related experience and a resume to [jessicajohnston@vsw.org](mailto:jessicajohnston@vsw.org) with the subject line Social Media Assistant. No phone calls, please.

*Visual Studies Workshop is an equal opportunity employer that is committed to diversity, equity, and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.*