

Monday, September 20, 2021

## Social Media Manager, NYC Based Virtual Dance Film Festival

Company: LMCC/Joey Lorraine  
Compensation: TBA/ Commensurate with Experience

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McDonald Predulus

### SOCIAL MEDIA MANAGER

Social Media Manager Opportunity for NYC based Virtual Dance Film Festival, Black Lives Rising.

The ideal candidate has an established network of dance enthusiasts, is highly organized and detail-oriented and has the ability to learn new skills quickly. Experience growing Facebook and Twitter platforms for Crowdfunding Launch, Festival Development, and Brand Awareness, is preferable.

*Desireable Skills:* Photo, Video, and Audio Editing, ie. Adobe Suite, PhotoShop, Premiere, After Effects, Audio are a great plus!

### WHAT YOU'LL DO

- \*Develop the end-to-end organic social media strategy, execution, and growth of Black Lives Rising social presence.
- \*Pitch and craft engaging social posts that fit the aesthetic and storytelling of Black Lives Rising's Mission.
- \*Brainstorm and test new concepts turning audience insights and cultural trends into an actionable plan to drive engagement and growth.
- \*Report on social media performance on a weekly and monthly basis to identify insights, establish and standardize KPIs and benchmarks.

### TIME LINE

30 hours Prep, Pre Crowdfunding Campaign Launch mid October

2 hours Daily, During Campaign, mid October through mid November

2 hours Daily, After the Crowdfunding Campaign, Leading to the Festival Premiere, in early December.

### ABOUT YOU

- \* Expertise in growing social follower counts on FB and Twitter
- Extensive knowledge and understanding of social channels (Facebook, Twitter, Instagram.),
- Strong creative vision and excellent writing skills
- Ability to be both a self-starter and team player
- Ability to multi-task, balance priorities, and thrive in a fast-paced startup environment
- Highly organized with excellent attention to detail
- Experience with basic photo and video editing

### ABOUT THE FESTIVAL

"Black Lives Rising" is a Virtual Dance Film Festival, showcasing the creative, diverse voices

of artists who desire to share a meaningful message about the Black American experience in current times. Blackness comes in all different shades, experiences, and expressions. Through sharing your unique message, you offer a higher truth that invites healing, celebration, awareness, and empowerment not only of Black people, but the human race. The Festival will take place in early December, and will be accessible via the festival's landing page (in development). The website: [blrdancefilmfest.com](http://blrdancefilmfest.com), is currently under construction.

FB page: [facebook.com/blrdancefilmfest/](https://facebook.com/blrdancefilmfest/)

Please send a resume and cover letter if interested.

Contact: Joey Lorraine, Festival Director,  
[blacklivesrising2021@gmail.com](mailto:blacklivesrising2021@gmail.com)  
[www.joeylorraine.com](http://www.joeylorraine.com)

"Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate; only love can do that". Martin Luther King Jr.

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[facebook.com/blrdancefilmfest/](https://facebook.com/blrdancefilmfest/)

For more information:  
Joey Lorraine  
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