

Wednesday, December 1, 2021

Social Media Manager

Company: Calpulli Mexican Dance Company

Location: Queens, NY

Compensation: \$25/hr with monthly budget limit for ongoing social media management

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Calpulli Mexican Dance Company is seeking a Social Media Manager to maintain, grow, and engage Calpulli Mexican Dance Company's social media following. The Social Media Manager will update social networks and curate content to engage current and gain new followers. As the primary manager of social media content, the individual will create new social marketing campaigns, build brand recognition, and manage all published company content. While working with web analytic tools to track campaign progress and researching industry trends, you will maintain an active social presence and reply to customer inquiries. A successful Social Media Manager will collaborate with Managing Director, other staff, clients, marketing, and PR to align company messages, promotions, and goals.

Duties, Values and Responsibilities:

Develop and implement social media strategies, campaigns, and plans to build brand/company/ mission awareness

Create, maintain, and grow new and existing social networks, including Twitter, LinkedIn, YouTube, Instagram, Google+, Facebook, and others

Oversee day-to-day management of campaigns and respond to inquiries

Monitor social media progress using web analytic tools

Incorporate optimization strategies, analyze data, and research the best ways to increase traffic

Review the success of campaigns and develop ways to improve

Drive engagement with social media influencers

Resolve customer issues through social media

Create engaging written and visual content for social media platforms

Research new media platforms, trends, and industry opportunities

Provide feedback from social media trends and research; relay it to Managing Director

Write effective, concise copy for multiple platforms, websites, and social networks

Requirements and Qualifications:

Excellent verbal and written communication skills, bilingual (English & Spanish) preferred

Experience in marketing, PR, or related field preferred

Two years of social media management experience preferred

Experience with Hootsuite, Planoly, or other social media software preferred or willingness to learn

Knowledge of Photoshop, Final Cut Pro, Canva, and Google Analytics a plus

Proficient on Zoom with reliable access to internet

Proficient computer skills, Microsoft Office Suite (Word, PowerPoint, Outlook, and Excel)

Provide own working computer and required equipment (Calpulli Mexican Dance Company will provide access to online tools and software or service licenses if needed)

Knowledge of Search Engine Optimization (SEO) best practices

Experience identifying and creating campaigns for target audience

Excellent analytical and time-management skills

Strong project management skills with the ability to manage multiple projects

Employment & Compensation:

The role is a part-time, independent contractor position. The distribution of paid hours are up to the discretion of the individual to determine to meet the goals sought.

Compensation is \$25/ hour with a monthly budget limit for ongoing social media management. Additional project-based budget is available throughout the year.

To apply:

Please provide the following to Managing Director via email to info@calpullidance.org:

Current resume

Social media content samples demonstrating past or proposed content as related to Calpulli Mexican Dance Company

The contact information for two references who can speak to your professional experience.

If selected to move forward in the application process, a virtual interview will be scheduled.

Calpulli Mexican Dance Company
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