

Tuesday, December 10, 2024

Social Media Content Creator for Yoga, Wellness & Arts Studio in Floral Park, Long Island

Company: Here and Now Yoga, Wellness & Arts Collective
Location: Floral Park, NY
Compensation: Work/Study: Classes in exchange for time worked

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Michelle Cavanagh

Job Title: Social Media Content Creator

Position Type: Internship: Part-Time; Unpaid

About Us:

Here and Now Yoga, Wellness & Arts Collective is a welcoming, community-centered yoga and wellness studio dedicated to providing transformative yoga classes, wellness retreats, and workshops. We believe in fostering a positive, inclusive environment for people of all ages and abilities. We're looking for a creative and enthusiastic Social Media Content Creator to help us share our mission, grow our online presence, and connect with our community through engaging digital content.

Position Overview:

The Social Media Content Creator will be responsible for developing and implementing social media strategies to showcase our classes, events, and brand philosophy across various platforms. The ideal candidate will be passionate about wellness and yoga, have experience in content creation and social media management, and possess an eye for engaging visuals and meaningful storytelling. This is a flexible role with both in-studio and remote work options. We are a women-owned small business. The candidate will work closely with both owners to support the creation and publishing of online marketing materials. This is a great opportunity for someone interested in learning about small business operations. This role is perfect for someone who loves creating, connecting, and sharing wellness, yoga, and arts stories with the world!

Key Responsibilities:

Develop and execute a social media content calendar aligned with our brand values, promoting classes, workshops, events, and studio updates.

Create original content, including photos, videos, graphics, and captions for platforms such as Instagram, Facebook, and YouTube.

Capture live content at events, classes, and workshops as needed.

Monitor social media trends, wellness influencers, and competitor activities to keep content fresh and engaging.

Engage with followers, respond to comments, and encourage interaction within our online community.

Analyze social media performance metrics to understand content effectiveness and provide recommendations for growth.

Collaborate with both studio owners to brainstorm new ideas, highlight testimonials, and promote special offers.

Qualifications:

Proven experience as a Social Media Content Creator, preferably within the wellness, fitness, or lifestyle industry.

Proficiency in photo and video editing software (e.g., Adobe Creative Suite, Canva, or mobile editing apps).

Strong writing skills, with the ability to craft engaging and on-brand captions and messages.

Knowledge of social media best practices, algorithms, and tools for scheduling and analytics.

Familiarity with the yoga and wellness industry; a passion for yoga and mindfulness is a plus.

Excellent time management skills, attention to detail, and ability to work independently.

Preferred Skills:

Knowledge of basic graphic design principles for social media layouts.

Experience with photography and videography, especially for social media content.

Familiarity with engagement tools and strategies for growing an online community.

Work/Study Exchange:

Intern will receive 1 class for every 2 hours you work. (Max of 8 hours a week to work and 4 classes a week to study.)

How to Apply:

Please send your resume, a brief cover letter explaining why you're a great fit for this role, and a link to your portfolio or social media accounts showcasing your work to dina@hereandnowyoga.com

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[< back](#)

[previous listing](#) • [next listing](#)