



## Music for a Great Space (MGS) Social Media Content Creator Job Description

### **Job Summary:**

Under the supervision of the Executive Director, the Social Media Content Creator is responsible for developing engaging, creative, and high-quality content tailored to the MGS audience across various social media platforms.

The scope of this position includes generating ideas, producing visuals (photos, videos, graphics), writing compelling captions, and optimizing posts for reach and engagement. This person will stay updated on trends, monitor social media analytics, and adapt strategies to enhance brand visibility and audience interaction. Strong storytelling skills, creativity, and proficiency in social media tools are essential for this role. This person will collaborate with the other members of the MGS team to create consistent communication representing the organization.

### **Social Media Management Responsibilities:**

#### **Content Planning:**

Maintain a monthly content calendar, outlining the types of posts (images, videos, stories) for each platform. MGS currently uses primarily Facebook and Instagram.

Research trending topics and relevant hashtags to align with the brand's strategy.

#### **Content Creation:**

Design and produce 2-3 high-quality posts weekly, including graphics, photos, or short videos.

Write concise, engaging captions and select relevant hashtags for each post.

Optimize content formats for different platforms.

#### **Post Scheduling & Optimization:**

Schedule content using social media management tools to ensure timely posting.

Optimize ideal schedules for each platform.

#### **Community Engagement:**

Respond to comments, messages, and interact with followers to foster community engagement.

Like and comment on relevant posts from followers, partners, or influencers.

#### **Performance Monitoring & Adjustments:**

Track post performance using analytics tools to evaluate engagement, reach, and other key metrics.

Adjust content strategy based on analytics, testing new formats or approaches if needed.

#### **As time allows, additional tasks could include:**

Creating press releases for organization announcements or events.

Posting events on online calendars.

Additional responsibilities to further enhance brand visibility and streamline communication efforts.

**Minimum Qualifications:**

- Passionate about the value of live music and music education.
- Experience in social media management, familiarity with major platforms (Instagram, Facebook) and best practices for content creation and posting.
- Basic graphic design skills and ability to create visually appealing content in line with MGS brand guidelines.
- Strong written communication and attention to detail, ability to write clear, engaging, and error-free captions that resonate with the target audience.
- Self-directed, works well independently with excellent time management, meeting deadlines, timelines, and balancing multiple priorities.
- Basic knowledge of social media analytics to interpret insights, assess performance, and adapt content strategy as needed.

While prior experience in social media content creation or related fields is preferred, this can be an evolving position and all interested candidates are encouraged to apply.

**Position Status:**

The MGS Social Media Content Creator is a part-time contract position that reports directly to the Executive Director.

**Time Requirements:**

This is a part-time position with a flexible timeline of 5 hours per week that runs annually from August-May. Most of the work is self-directed and will be remote. The ideal candidate will be available to attend some events as negotiated, including occasional evening and weekend events.

Pay Scale for this position is \$15 per hour with a cap of \$300 per month.

**To apply:**

Submit a resume and portfolio (more info below) to Rebecca Willie, Executive Director at [execdirector@musicforagreatspace.org](mailto:execdirector@musicforagreatspace.org). No phone calls please. Once submitted, your resume will be reviewed and someone from our office will contact you.

MGS does not discriminate in its employment decisions on the basis of race, color, religion, ancestry, age, sex, gender identity, sexual orientation, marital status, national origin, disability, veteran status, or any other protected class. Members of underrepresented groups are strongly encouraged to apply.

Your portfolio should reflect your skills in content creation, your attention to detail, and your ability to adapt content to different platforms and audiences. Ideal portfolio features include but are not limited to:

- **Examples of Social Media Posts:**

At least 3-5 posts (images, graphics, videos) from various platforms that demonstrate your ability to create engaging and visually appealing content.

- **Caption Writing Samples:**  
A selection of captions that reflect your ability to write clear, compelling, and brand-appropriate messaging.
- **Diverse Content Formats:**  
Show a variety of content types (e.g., static images, videos, stories, reels) to demonstrate versatility across platforms.
- **Campaign or Project Overview (Optional):**  
If applicable, provide a brief summary of a social media campaign or project you have managed, including goals, strategies used, and measurable results (e.g., engagement rates, follower growth).