

WEAD Women Eco Artist Dialog Job Opportunity

<https://www.weadartists.org/>

Administrative Staff person, encouraging BIPOC Arts Administrators

Digital Marketing Coordinator, Communications Manager, Membership Manager and Magazine Editorial Assistant. 40 hours monthly. Reports to Co-Chairs and Editor. Employee compensation: \$25 per hour, 10 hours per week

Responsibilities starting immediately

General

- Handle and curate strategic online WEAD initiatives
- Lead and design marketing campaigns from the idea stage through to their execution and implementation.
- Monitor and evaluate online media campaigns to keep them fresh and effective.
- Work with co-directors and committees to discuss plans and marketing strategies.
- WEAD Magazine editorial assistant working with the Editor.
- Direct, train and supervise WEAD Board members to take on artist listings, membership questions and website tasks.
- Work 40 hours a month (unless specified otherwise). Variable work hours.

Details

Membership correspondence info@weadartists.org: approximately 2 hours per week

- Support artists uploading artist listings to the website and address concerns regarding website functionality for updating listings
- Answer questions about membership costs and payment options and connect them with the treasurer if needed
- Approve Listings: review listings, read artists statement to make sure it is complete and not commercial, check that they have a minimum of 5 photos and max of 10 photos, check that thumbnail photo is a picture of their artwork not self, make sure social media and search categories are selected
- As needed, handle additions of Seed and Legacy artist listings

Website/Email Maintenance: approximately 3 hours per week

- Manage websites, update content, troubleshoot problems and contact Co Directors if problems and then reach out to Will and Aaron at Page Point
- Manage correspondence to info@weadartists.org and Membership questions on the WIX site or WordPress site
- Respond to upcoming event emails
- Respond to WEAD phone messages

Communications and Membership: approximately 3 hours per week

- Work with the Website Committee to develop outreach campaigns and content for social platforms: Instagram, Twitter, Facebook, LinkedIn, Youtube and Vimeo
- Manage WEAD's outbound marketing communications channels including MailChimp
Maintain email marketing lists on MailChimp uploading new member emails addresses
- Host livestreams, webinars and other virtual events (delivery and follow-up)
- Create quarterly WEAD email membership newsletter
- Create event postings and flyers for WEAD events
- Manage online events
- Compile PR list
- Work with Membership Committee to create Membership opportunities and design fliers

Assist Board: approximately 2 hours per week

- Assist Committees with communicating to WEAD Audience through social channels.
- Co-manage WEAD digital archives (Google drive)
- Monitor board emails for action items and opportunities for board engagement/collaboration
- Provide historical context about WEAD to new board members when needed to help create a unified vision for the organization
- Sometimes Attend monthly 2 hour Board meeting
- Attend Co-Director weekly meetings one hour

Magazine: approximately 40 hours sometimes during the year

Attend committee meetings and work directly with Susan Leibovitz Steinman, WEAD Magazine Founder, as the main communications conduit between authors and editorial board. Create and manage work flow charts. Monitor and adhere to deadlines.

- Manage proposals and essays and review them for content, correspond with editors and artists
- Obtain author/artist statements, photos, and listing information for each magazine issue and upload to the website.
- Send Invoices to authors
- Upload and format articles and photos for the website
- Caption images appropriately contacting authors for verification
- Co-create published WEAD Magazine announcement. Email to marketing lists, Social media campaign, get connected with a new distribution agency to get posted on many media channels
- Upon request, conduct research for the magazine theme.

Minimum Qualifications

- WordPress coding experience, not just plug ins
- Familiarity with Wix
- Certification in Digital Marketing or equivalent experience
- Interest in art and the environment
- Commitment to ecological and social justice principles
- Good with computers
- Can work remotely
- Can work part time three days a week
- Time Management skills
- Strong Written and Oral communication skills
- Basic Design Skills and familiarity with graphic design and photo editing software including Canva, Photoshop, InDesign, Illustrator
- Awareness and support for Diversity, Equity and Inclusion
- Enjoys working with a collective and many personalities

How to Apply

- Please send email to info@weadartists.org and mwhiteglass@sonic.net
- Include cover letter and resume of skills and experience.
- Applications due immediately, by Sept. 23, 2024
- Position will start Oct. 1, 2024

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