

FILM INDEPENDENT

Job Description as of September 2024

Title: Social Media Associate

Reports to: Senior Manager, Digital Content

Status: Non-exempt, full-time + benefits

Location: Los Angeles, CA

Salary: \$50,000

ABOUT FILM INDEPENDENT

Film Independent's mission is to champion creative independence in visual storytelling in all its forms, and to foster a sense of inclusion. We support a global community of artists and audiences who embody diversity, innovation, curiosity and uniqueness of vision.

Job Description: Film Independent's Social Media Associate works on Film Independent's rapidly growing social media channels and initiatives. Reporting to the Senior Manager, Digital Content and working closely with Marketing and Communications colleagues and all departments, the individual is responsible for strategizing, scheduling and executing all of Film Independent's social media initiatives.

Duties:

- Promotes Film Independent's programs and events creatively and effectively through social media channels.
- Develops and curates engaging content to increase brand awareness, Membership and core audience.
- Works with Senior Manager, Digital Content on the dissemination of clips; edits short-form content for corresponding platforms (TikTok, IG Reels, etc.)
- Aligns with organizational tone and brand voice across channels.
- Plans and coordinates short- and long-term social media calendars and handles the day-to-day execution of posts, shares and replies.
- Listens and interacts with social media accounts and audiences across social media platforms to maintain and increase engagement.
- Acts as a customer service representative, responding to and routing inquiries and comments across social media channels.
- Routes all social graphics, copy and email communications for approval.
- Plans and executes promoted posts as needed; incorporates these into the overall calendar and schedule for review and execution.
- Analyzes the social media landscape to help make informed recommendations to relevant departments for future content campaigns.
- Covers and coordinates live event social media coverage when appropriate (event-specific).

- Inspires community members and new audiences to get engaged with compelling calls-to-action.
 - Maintains updated queries in Raiser's Edge as they arise.
 - Provides information for wrap materials following major events/campaigns.
 - Follows policies, guidelines, procedures and style guides and works with team to make updates as needed.
 - Other duties and projects as assigned.
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Requirements:

- Ability to work as part of a team and under pressure with all personalities at various levels.
 - Knowledge of social media best practices.
 - Minimum two years' experience using social media platforms in a professional capacity, including Facebook, Twitter/X, Instagram, TikTok, LinkedIn, Snapchat, Letterboxd and emerging/relevant platforms.
 - Experience with live event coverage including live tweeting/X posts, Facebook and Instagram Live and stories. Film festival and/or award show experience a plus.
 - Strong copywriting and proofreading skills.
 - Experience using social media management tools.
 - Experience working on a database (experience with Raiser's Edge a plus).
 - Proficient in Microsoft Office, including Teams.
 - Beginner/intermediate knowledge of Adobe Photoshop and some HTML.
 - Excellent written and verbal communication skills.
 - Experience reporting and interpreting analytics.
 - Ability to multi-task and work across departments.
 - Flexibility with an adjustable schedule for special events.
 - Interest in nonprofit arts, specifically independent film.
 - Must reside in the greater Los Angeles area.
 - Bachelor's degree in a related field.
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Competencies:

- Extremely detail-oriented.
- Positive, collaborative attitude.
- Self-starter who is capable of managing workflow, project tracking and fulfillment autonomously.
- Strong time-management skills.
- Exhibits a strong desire for accuracy and results.
- Understands and absorbs new information rapidly.
- Thinks creatively and resourcefully.
- Good eye for graphic design and ability to adhere to brand guidelines.
- Excellent multi-tasking skills.

How to Apply:

Interested candidates are invited to submit their resume and cover letter outlining their relevant experience and qualifications to jobs@filminddependent.org.

Please include "Social Media Associate" in the subject line.

Don't meet every requirement? Studies have shown that women and people of color are less likely to apply for jobs unless they meet every single qualification. We are committed to building a diverse, inclusive, and authentic team. If you're excited about this role but your experience doesn't align perfectly with the job description, we would like you to apply anyway. You may just be the perfect fit for either this or other roles.

Film Independent is an equal opportunity employer and will not discriminate against any employee or applicant based on race, color, national or ethnic origin, religion, age, gender, handicap, pregnancy, sexual orientation or veteran status