



## **Social Media Associate**

### **Brooklyn Bridge Park Conservancy**

**Brooklyn Bridge Park Conservancy is seeking a part-time temporary Social Media Associate for the 2024 season, from approximately June-September 2024.**

Brooklyn Bridge Park Conservancy plays a vital role in creating and energizing this community-focused, world-class urban oasis on the Brooklyn waterfront. A 501(c)3 non-profit, we bring this unique park space to life with more than 500 innovative and engaging educational, cultural, fitness and recreational programs each year. Our free and low-cost events create new and exciting opportunities for tens of thousands of NYC residents and visitors to learn, grow, and experience all that Brooklyn Bridge Park has to offer.

The Conservancy is seeking a part-time temporary **Social Media Associate** to support our promotion efforts for the 2024 season and help capture on-site event photo and video from approximately June-September (exact dates flexible). Please note that the schedule will need flexibility, working independently at times, including some evenings/weekends (with notice). This position will report directly to the Communications Manager, and assist with social media tasks including but not limited to drafting basic copy and graphics for social media, researching hashtags and trends, capturing photo and video on-site at our varied events, shooting, editing and posting short-form video and reels to our social media channels, managing ongoing story highlights on Instagram, assist with social platform monitoring and engagement. Applicants must also be interested, able and willing to assist with other marketing and promotion efforts as directed though they will not be the focus of the role.

Applicants should have an interest in our wide variety of public programs, assisting to serve as a voice and brand ambassador for over 500+ free public programs run in Brooklyn Bridge Park each summer by the Conservancy. Events include arts and cultural programs (outdoor rehearsals, concerts, theater, family events), recreational programs (fitness classes, kayaking, sports leagues), volunteer programs (horticulture projects, coastal cleanups, corporate groups) and environmental education (school field trips, day camps, visitors to our Environmental Education Center).

#### **Responsibilities include, but are not limited to:**

- Drafting basic social media content, including copy and graphics
- Capturing on-site photos and video of our events, predominantly for use on our social media stories, reels, and feed posts
- Editing video content into engaging reels and short-form videos
- Scheduling approved content in our social media management system (predominantly stories)
- Monitoring and engaging with Brooklyn Bridge Park social media channels as directed, including but not limited to answering comments & DMs, flagging content, saving great user generated content
- Regular hashtags research and monitoring
- Aid in organization and management of event assets including event graphics, photos, and video (both those that you capture, and incoming assets from others)

#### **Qualifications:**

- Current college student or recent college graduate, or comparable training and vocational education
- Strong writing, editing, and communication skills
- Outgoing, curious, mature, positive, and a self-starter
- Proficiency in Microsoft Office Suite, Google Suite
- Strong attention to detail
- Basic graphic design skills a plus (Canva experience preferred but not required)
- Interest and experience with basic photo and video capturing and editing, an eye for appealing content

- Experience with a social media management tool preferred, but not required
- Ability to work independently, accurately, and consistently
- Able and willing to attend events on site in various weather conditions to capture photo and video content; must be comfortable doing this independently and willing to accommodate a flexible schedule which includes evenings and weekends (with advance notice)

**Compensation:**

Pay rate is \$18 per hour. This is a part-time hourly position, approximately 16 hours per week, though may vary occasionally (with notice). Schedule to be discussed; this role is in-person at our office in Brooklyn. Potential to allow some hybrid work upon manager approval.

**HOW TO APPLY:**

Please submit a cover letter, resume and a list of two references (include their names, titles and emails) as a single PDF file to Hanna Yando, Communications Manager at [hyando@brooklynbridgepark.org](mailto:hyando@brooklynbridgepark.org). Please include "2024 Social Media Associate - [YOUR NAME]" as your subject line. Online or PDF portfolios of work samples encouraged. Interviews will be conducted on a rolling basis until this position is filled. Only those candidates selected for an interview will be contacted.

*Brooklyn Bridge Park Conservancy provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.*

*Committed to an inclusive and equitable work environment, BIPOC candidates are strongly encouraged to apply. If you need a reasonable accommodation for any part of the application process, please contact Hanna Yando, Communications Manager, at [hyando@brooklynbridgepark.org](mailto:hyando@brooklynbridgepark.org). However, please note we cannot accept any emails with questions regarding the position.*