

Paid Social Media Content Creator for Marketing

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| No. of Jobs Available: | 3 |
| Supervisor: | Olivia Richter, Digital Marketing Manager |
| Contact: | Olivia.richter@necmusic.edu |

Job Summary & Duties:

New England Conservatory's Marketing and Communication team seeks social media creators to collaborate with us! This is an exciting opportunity to express your creativity and develop valuable content creation, strategy, and editorial skills while sharing the NEC experience with future students, your peers, the greater NEC community, and music-lovers around the world.

This is a paid position requiring 5 hours per week. Bi-weekly meetings with NEC's Social Media Manager and fellow student creators are required, as well as consistent contact via email.

What you'll do:

- Create several pieces of content per week, with a priority focus on TikTok and/or Instagram reels and stories, but occasionally for our other platforms (Twitter, Facebook, YouTube)
- Interact with fellow students and faculty members on content that showcases what it feels like to be an NEC student — from a student's perspective!
- Deploy your writing & interviewing skills to expand social media content into short form news pieces, in collaboration with NEC writing & editorial staff. Here are two examples of what this might look like:
 - Example 1 - <https://necmusic.edu/news/qa-texts-tanglewood-robyn-smith-19-21-mm>
 - Example 2 - <https://necmusic.edu/news/day-life-pandemic-pods-pancakes-yi-mei-templeman-22>
- Work with a small team of student creators and NEC's content team to brainstorm content ideas and longer-running campaigns (Example: Behind-the-scenes look at preparing for a concert, from the first rehearsal to performance night)
- Stay in the know on popular TikTok trends and sounds and help the team jump on them quickly with creative ideas that are relevant to NEC's brand and message
- Collaborate closely with NEC's Social Media Manager, who will be your main point of contact and will manage content approvals
- Do some basic editing of the video content you create
- Periodically attend events and concerts to capture photos and Instagram stories

The position is compensated at \$15 per hour.

The desired start date is 02/20/2023.

Qualifications:

- A current New England Conservatory student
- A TikTok lover who genuinely enjoys creating engaging content for social media, and ideally has an existing presence online (though this is not a requirement)
- A curious person who feels comfortable approaching members of the NEC community to help you tell exciting stories through short-form content
- A creative storyteller who can bring and execute original, approved content ideas
- A collaborative individual who enjoys working with others

If this sounds like you, we would love to hear from you!

How to Apply: Please send a short letter to olivia.richter@necmusic.edu explaining your qualifications, why you are interested in this position, and any relevant personal or professional content creation experience.