Job Title: Website and Social Media Manager

Position Type: Contracted, Hourly, On-Site and/or Remote

Contract Duration: 1 year, with possibility of renewal

Compensation: $18 per hour, up to 20 hours per month

Reports to: Executive Director

About Us:

The Springfield Area Arts Council is a 501(c)(3) nonprofit organization established in 1976 in Springfield, Illinois with the mission to enrich the community by providing creative opportunities to participate in and enjoy the arts. We fulfill our mission by supporting art and cultural initiatives in Springfield and surrounding communities of Sangamon and Menard counties.

In the sweep of pandemic and protest, the Springfield Area Arts Council renews our commitment to encourage, embrace, and celebrate diversity. The Arts Council affirms our pledge not to discriminate in any way by reason of race, color, religion, national origin, income, mental/physical ability, sexual orientation, or gender identity/expression and to listen to those who know better than we do where discrimination lingers in our society.

The visual, performing, and literary arts in the greater Springfield area should encompass all creative efforts. Therefore, the Arts Council stands ready to ally with those who seek to educate and to find community-led solutions.

Job Description:

As our Website and Social Media Manager, you'll play a vital role in shaping our online presence and amplifying our impact. This opportunity offers freelance work ideal for individuals passionate about the arts and adept in digital marketing.

Leverage your expertise in website development and social media management to align our digital platforms with our organization's brand and mission. Your creativity will be key in curating compelling content and engaging campaigns that captivate our audience. Your contributions will help us connect with our community on a deeper level, fostering meaningful engagement and participation.

This position welcomes applicants from all backgrounds, with a preference for candidates residing in Sangamon or Menard counties in Illinois. This role offers

flexibility, accommodating individuals who prefer to work on-site, in a hybrid capacity, or fully remote, ensuring accessibility to a diverse range of work arrangements.

SAAC provides equal employment opportunities to all employees and applicants and prohibits discrimination and harassment of any type without regard to race, religion, age, sex, national origin, disability status, genetics, veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

Responsibilities:

1. **Align Website with Brand Strategy:** Ensure that the organization's website aligns with our brand, strategy, and standards.

2. **Content Audit:** Regularly audit website content to identify and remove duplicate information, ensuring accuracy and consistency.

3. **Social Media Support:** Assist with the execution of social media campaigns and other marketing efforts, collaborating with the Executive Director.

4. **Website Testing:** Conduct tests to ensure website efficiency and quality, addressing any issues promptly.

5. **Traffic Improvement Strategies:** Develop and implement strategies to increase website traffic and engagement.

6. **Content Development:** Create and update website content to support organizational goals and strategies.

7. **Legal Compliance:** Ensure that the website complies with relevant laws and regulations, including data protection and privacy laws.

8. **Best Practices:** Stay up-to-date with industry best practices and trends in website management and digital marketing.

9. **User Experience Enhancement:** Identify opportunities to improve website user experience, implementing changes to enhance usability and accessibility.

10. **Security Measures:** Implement and maintain security measures to protect the website from potential threats.

11. **Security Monitoring:** Monitor the website for security breaches and respond promptly to any incidents.

12. **Issue Resolution:** Address and resolve website issues reported by users, providing timely support and troubleshooting.

13. **Code Updates:** Update website coding as needed to ensure optimal performance and functionality.

Qualifications:

- 1-2 years of experience in website development preferred.

- Knowledge of digital marketing principles and practices is beneficial.

- Proficiency with WordPress and other content management systems.

- Strong understanding of website analytics and SEO best practices.

- Excellent communication and collaboration skills.

- Ability to work independently and efficiently within a remote environment.

- Attention to detail and problem-solving abilities.

- Commitment to upholding the organization's values and mission.

Preferred Technical Skills:

1. **CMS (Content Management Systems):** Proficiency in various CMS platforms, with a strong emphasis on WordPress.

2. **Copyright Regulations:** Understanding of copyright laws and regulations, ensuring compliance with intellectual property rights.

3. **CSS (Cascading Style Sheets):** Ability to modify and customize website appearance and layout using CSS.

4. **Firewalls:** Knowledge of firewall configuration and management to enhance website security.

5. **HTML (HyperText Markup Language):** Proficiency in HTML for website coding and customization.

6. **IDS (Intrusion Detection Systems):** Familiarity with IDS tools and techniques to identify and respond to potential security threats.

7. **IPS (Intrusion Prevention Systems):** Understanding of IPS technologies to prevent unauthorized access and attacks on the website.

8. **JavaScript:** Basic knowledge of JavaScript for website interactivity and functionality enhancements.

9. **PHP (Hypertext Preprocessor):** Basic understanding in using PHP databases.

10. **SEO (Search Engine Optimization):** Understanding of SEO principles and techniques to improve website visibility and ranking on search engines.

11. **Security Audits:** Ability to conduct security audits to assess website vulnerabilities and implement necessary safeguards.

12. **UX (User Experience):** Knowledge of UX design principles to optimize website usability and enhance user satisfaction.

13. **Web-Based Proxy:** Understanding of web-based proxy servers and their role in enhancing website security and performance.

14. **Web Hosting Control Panels:** Proficiency in using web hosting control panel software (such as cPanel) to manage for troubleshooting purposes.

15. **Website Accessibility Standards:** Familiarity with accessibility guidelines (e.g., WCAG) to ensure the website is accessible to users with disabilities.

How to Apply:

Please submit your resume or CV and a cover letter detailing your relevant experience and why you are interested in this position through the Arts Council's website. Applications will be reviewed on a rolling basis until May 1, 2024.