



Social Media Marketing Manager, Austin UNESCO Media Arts Steering Committee

December 15, 2019 – March 31st, 2020

Part-time, Contract

In 2015, Austin achieved the distinction of being the first (and only) city in the United States to receive a “City of Media Arts” designation from [UNESCO](#) (United Nations Educational, Scientific, and Cultural Organization). The designation underscores Austin’s reputation as a trendsetting global city at the intersection of art, music, and digital technology, and an international hub for creative exchange. From individual artists to wide-ranging arts organizations, Austin has a rich and diverse cultural ecosystem. As a member of the [UNESCO Creative Cities Network](#) (UCCN), Austin works individually and in partnership with other UNESCO cities to promote creativity and cultural industries, strengthen participation in cultural life, and assure the integration of culture into urban development plans.

On behalf of the UNESCO Media Arts Designation, the Austin UNESCO Steering Committee is looking for an individual with excellent social media marketing skills and a passion for media arts to create and execute a 4-5 month marketing strategy that will promote the Austin UNESCO Creative City of Media Arts brand locally and internationally, and create awareness of the annual UNESCO Media Arts Exhibition taking place in partnership with SXSW in March 2020.

This individual will build and manage branding and awareness through Facebook and Instagram.

Responsibilities include

- Develop and execute marketing and communications strategies for promoting the UNESCO City of Media Arts Designation and annual exhibition in consultation with the Steering Committee
- Create dynamic and engaging written and graphic content for Facebook and Instagram
- Research and generate content related to past Austin UNESCO Media Arts Initiatives, upcoming opportunities for Media artists, and annual exhibition
- Attend the 2020 exhibition and promote artists and event
- Seek out new social media avenues and ways of connecting with audiences
- Manage social media communications and calendar

Skills/Qualifications:

- 3+ years experience with social media platforms and content creation
- Excellent oral and written communication skills
- Strong aesthetic sensibility
- Strong organizational skills and attention to detail
- English, Journalism, Communications. Marketing/Advertising, or other relevant degrees preferred

TO APPLY

Send:

- one paragraph about why you want to work for Austin’s UNESCO Media Arts Designation
- a short resume

to unesco.austin@gmail.com

Deadline: November 30, 2019