



Silvermine Arts Center | New Canaan, CT

Position: Social Media Associate
Level: Part-time, approximately 20-30 hours per week
Reports to: Marketing Manager
Salary: Starting at \$25p/hr. Commensurate with experience

About Silvermine Arts Center

Silvermine Arts Center is a nationally recognized nonprofit visual arts organization with a more than 100-year history. Located in New Canaan, Connecticut, Silvermine is home to a School of Art, professional artist Guild, public galleries, community outreach programs, and a five-acre campus dedicated to artistic growth, creative expression, and community engagement.

The School of Art offers classes and workshops for students of all ages and levels, while the Galleries present exhibitions featuring emerging and established artists. Through its programs, partnerships, and public offerings, Silvermine connects people to the power of art and supports artists, students, and the broader community. For more information, please visit www.silvermineart.org

Position Overview

Silvermine Arts Center is seeking a part-time Social Media Associate to support the organization's presence across Instagram, Facebook, and LinkedIn. This hands-on role is focused on gathering content, creating posts, writing captions, scheduling social media, and helping ensure that Silvermine's classes, exhibitions, events, artists, students, and programs are represented clearly and consistently online.

The Social Media Associate will work within Silvermine's established brand standards, templates, and marketing direction. This position requires strong writing skills, good visual judgment, organization, and the ability to manage content needs across the School of Art, Galleries, and broader Art Center programs.

Flexible schedule, with regular on-site presence required. Occasional evening or weekend availability may be necessary for events, exhibitions, or special programs.

Key Responsibilities

Content Creation and Publishing

- Create, schedule, and publish content across Instagram, Facebook, and LinkedIn.
- Develop static posts, carousels, reels, and stories using Silvermine's established templates and brand guidelines.
- Write clear, engaging captions aligned with Silvermine's voice and messaging.

- Translate classes, exhibitions, events, calls for entry, and other announcements into platform-appropriate content.
- Ensure posts are accurate, visually consistent, and published in a timely manner

Content Capture and Organization

- Capture photo and video content from classes, studios, exhibitions, events, and campus activities.
- Gather content from staff, instructors, artists, students, and program areas as appropriate.
- Maintain a library of visual assets for social media and related marketing use.
- Identify opportunities to highlight Silvermine’s programs, community, artists, and campus through social media.

Platform Management and Engagement

- Maintain a consistent posting schedule using Meta Business Suite or similar tools.
- Monitor comments and direct messages, responding when appropriate and flagging items for staff follow-up.
- Engage with artists, students, instructors, partner organizations, and local community accounts.
- Help keep Silvermine’s social media platforms active, current, and reflective of the organization’s priorities.

Analytics and Campaign Support

- Review basic social media analytics to identify trends and effective content.
- Assist with periodic reporting on social media activity and campaign performance.
- Support social media campaigns related to class registration, exhibitions, calls for entry, events, outreach programs, and institutional initiatives.
- Coordinate with the Marketing Manager, Education team, and Galleries team to ensure content is accurate, timely, and aligned with Silvermine’s priorities.
- Support an active and responsive online presence

Qualifications

- 2+ years of social media experience
- 4+ years of experience in marketing, communications, digital media, content creation, or a related field.
- Hands-on experience managing or supporting social media accounts for a business, nonprofit, cultural organization, or professional project.
- Experience with Canva or similar design tools
- Familiarity with Meta Business Suite or similar social media scheduling tools.
- Good visual judgment and attention to layout, imagery, tone, and brand consistency.
- Highly organized, detail-oriented, and able to manage multiple priorities and deadlines.
- Ability to work within established templates, brand standards, and direction.
- Familiarity with AI tools, such as ChatGPT for drafting, brainstorming, content support, and workflow efficiency.

Preferred Qualifications

- Experience with video and photography editing for social media
- Interest in the visual arts, arts education, galleries, museums or cultural organizations
- Familiarity with local community networks.