

Social Media Ambassador & Storyteller for South End

Do you love South End? Help us tell the story of the places, people and businesses who make this place great! We are currently seeking a storyteller and content manager for our social media platforms and website.

This is a temporary, contract position with potential for longer-term engagement.

Primary Responsibilities

- Manage the South End content and brand presence on key social media channels, including Instagram (@SouthEndCLT), Twitter (@SouthEndCLT) and Facebook (Historic South End). Curate content and create posts that highlight the South End lifestyle – living here, working here, playing, shopping and dining. Manage brand voice and interactions on social media.
- Social media planning & promotion for signature events: Craft Crawl, Art & Soul of South End, Small Business Saturday, Gallery Crawls, Community Meetings
- Curate and edit the South End email newsletter, every other week.
- Curate content and write the monthly South End Gallery Crawl guide, monthly.
- Maintain the calendar listings of events on HistoricSouthEnd.com
- Maintain business listings on HistoricSouthEnd.com
- Attend events in South End to interact with businesses, residents and stakeholders and capture new content (images and news) for use across platforms – at least 1 per week

Qualifications

- Experience in communications and social media, journalism, and/or writing.
- Extensive knowledge of South End and willingness to dive in
- Excellent communication skill, attention to detail, and ability to listen

Compensation

This is a contract position, with compensation to be negotiated in advance at a set rate and billed regularly.

Time required: 10-20 hours per week

To Apply

Send your resume, a brief cover letter, and work sample (see below) to employment@CharlotteCenterCity.org with South End in the subject heading. Applications are due by January 12, 2017.

Your work sample should include at least 3 sample social media posts (including photos) of your own creation that represent the South End voice and lifestyle, and a brief writing sample describing an event, business, place or person in South End. If the photos are not your own, reference the source and how you acquired them.