Digital Marketing Associate– Part-time (12-15 hours/week)

Overview:

The Mount, Edith Wharton's Home in Lenox is an historic house museum and vibrant cultural center. We offer tours of the house and gardens, and a variety of programs including lectures, performances, and an outdoor sculpture exhibition. We have a current opening for a part-time Digital Marketing Associate to join our team. This position is responsible for promoting The Mount and our weekly events to external audiences via our social media channels and our weekly e-newsletter. The ideal candidate will have a passion for visual storytelling and a love of the arts, nature, and the Berkshires. This position can be remote.

The Digital Marketing Associate is responsible for:

- Creating and maintaining an Editorial calendar for The Mount's social media platforms (Facebook, Instagram, & Twitter)
- Generating 4-6 social media posts/week
- Monitoring social channels for feedback and questions
- Creating media for social posts and email newsletter
- Producing a weekly e-newsletter highlighting events
- Updating external calendar listings
- Assisting in the ongoing maintenance of EdithWharton.org
- Managing press kits and press folder

Qualifications & Skills:

- Experience using MailChimp or other email client
- Experience creating engaging social media post on Facebook, Instagram & Twitter
- Experience using InDesign or Canva to create graphics
- Ability to work independently
- Photography & videography experience is a plus!

Salary: Part-time, $18/hour

To apply, please e-mail resume with cover letter to: info@edithwharton.org.