

## Social Media Specialist (Internship, Part Time)

Derek Hess and his manager are looking for a driven Social Media Specialist to attract and interact with Derek's growing online community. You will work on helping develop the new Derek Hess Gallery located in West 78th Street Studios. You will assist with his everyday business including online marketing, movie marketing, special event marketing and more.

Derek Hess' distinctive, emotionally-charged artwork is a staple in the world of music and art. Hess got his start creating promotional flyers for shows he was booking at a local venue in his hometown of Cleveland, Ohio and his work soon gained the attention of concert promoters and bands, leading to a fruitful 25-year career with pieces in the permanent collections of the Louvre, GRAMMY Museum and Rock & Roll Hall of Fame and Museum. In addition to countless album covers, apparel designs, and gallery shows all over the world, Hess has been featured on Vice, TLC, MTV, Fuse, VH1, Alternative Press, Newsweek and Juxtapoz. Throughout his career, Hess hasn't been shy about sharing his on-going struggle with a dual diagnosis and has become an outspoken voice for mental health and addiction awareness through the creation of his art festival ACTING OUT!, an award-winning documentary titled Forced Perspective, and the release of his latest book, 31 Days In May, created to help remove the stigma around mental illness.

### The Goal

The goal is to gradually achieve superior customer engagement and intimacy, website traffic and revenue by strategically exploiting all aspects of the social media marketing roadmap.

Social media specialists should have a solid understanding of how each social media channel works and how to optimize content so that it is engaging on those channels. You are responsible for joining relevant conversations on behalf of the brand and "soft selling" the product by providing support to current and prospective customers.

### Responsibilities

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action

- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Help create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information

## Requirements

- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organisational ability
- Must be resourceful and willing to take the initiative without direction
- Must have transportation
- Must have good writing skills
- Graphic design skills are a plus

## Internship Length and Expectations

- Minimum of 3 month commitment
- Minimum 10 to 20 hours/week
- Hours are flexible, willing to work with a school schedule

## Compensation

- After a training period, compensation will be given

## To Apply

- Send resume and brief cover letter to **derekhess216@gmail.com** about why you want the internship and how this internship will benefit your future goals.