

Mama Foundation for the Arts seeks Content Creator

Mama Foundation for the Arts is excited to build added support staff following the recent completion of a three-year strategic business plan and is currently seeking a Content Creator to support the launch of this new initiative. We are seeking a passionate and collaborative individual to support all Social Media coverage, publishing, and amplification efforts to advance Mama Foundation's mission and springboard the organization into its next phase of growth.

About Mama

Mama Foundation's mission is to make a joyful noise, uplift the Black musical treasures of Gospel, jazz, and R&B, and to heal and inspire through the power of collective music-making. Mama Foundation is a Harlem legacy institution where our intergenerational community is invited to Be Seen and Be Heard in the fullness of their experience – their voices, their stories, and their hearts. Continuing Harlem's rich history of celebrating Black Excellence, we centralize and amplify Black art forms to honor Black voices as essential to the American cultural experience. We achieve our mission through three main pillars of programming: Enrichment, Performance, and Community.

About the Role

In close coordination with the Communications Manager and Artistic Director, the Content Creator will support a wide range of content creation for social media distribution for Mama Foundation's institutionally funded programs and musical concert performances.

The Content Creator reports directly to the Executive Producer, and will collaborate closely with artistic leadership, including the Executive Director and Artistic Director. The role will operate part-time, up to 25 hours per week, up to \$20 per hour, September start date, freelance contract flexibility with in-person attendance at performances on a weekly basis. Content will be produced from performances that include reoccurring gigs at Soho House and Red Rooster where company serves as house artists as well as frequent one-off concerts, broadcasts, and private events. Seasonal pre-holiday performance is at increased frequency.

This role's accountabilities include, but are not limited to:

- Create, schedule, and publish posts, stories, reels, etc using original content created at our concerts, events and from re-shares
- Expand the footprint and capabilities of our content to reinforce our brands
- Regularly create photos, videos, blog articles and use social platforms to connect this to our audience

The ideal candidate will have:

- Passion about social media marketing and understanding its value for our brands and their audience.
- A love for social media—fluent in Facebook, Instagram, and Twitter, with knowledge of LinkedIn, TikTok, Snapchat, and more... always staying up to date on new social platforms and digital trends.

- You are not beholden to one platform, and will be working or testing all of them, which includes but not limited to: YouTube, Instagram, Facebook, Tiktok, Snapchat, LinkedIn, Pinterest
- Ability to balance competing priorities while meeting deadlines and adapting to necessary changes along the way.
- Exemplary organization skills, a love for the details, and a talent for multitasking.
- Passion for lifting up the arts to serve and celebrate the Black community.

How to Apply:

Qualified candidates are encouraged to send cover letter and resume to vy@mamafoundation.org; no phone calls please.

Mama Foundation for the Arts is an Equal Opportunity Employer and considers all candidates with no consideration to race, color, religion, sex, gender identity, sexual orientation, nationality, disability, veteran status, or any other basis protected under federal, state, and local law.