



Job Title: LACF Social Media and Digital Marketing Coordinator

Location: Laotian American Community of Fresno, Fresno, CA

Position Type: Part-time (15 hrs/wk)

Job Summary:

The Laotian American Community of Fresno's Social Media and Digital Marketing Coordinator is responsible for creating and implementing digital marketing strategies that promote the organization's education, arts, and culture programs to a broad audience. This role focuses on building an online presence, engaging with the community through social media platforms, and leveraging digital tools to support community engagement, program promotion, and awareness. The coordinator will manage the organization's social media profiles, create compelling content, track performance metrics, and collaborate with internal teams to drive outreach efforts.

Key Responsibilities:

- **Social Media Strategy & Content Creation:**
 - Develop and execute social media strategies to promote education, arts, and culture programs and activities.
 - Create engaging content for various platforms, including Facebook, Instagram, Twitter, TikTok, YouTube, and LinkedIn (e.g., posts, stories, reels, videos, blog posts).
 - Design visually appealing graphics, videos, and other multimedia content that align with the organization's brand and mission.
 - Stay updated on trends in social media, digital marketing, and community engagement to ensure content remains relevant and impactful.
- **Community Engagement & Audience Growth:**
 - Build and foster relationships with community members, artists, educators, and other stakeholders through social media platforms.
 - Respond to comments, messages, and inquiries promptly and engagingly.
 - Develop strategies to increase engagement, build followers, and expand the organization's online community.
- **Campaign Management:**
 - Plan and execute digital marketing campaigns to promote specific programs, events, workshops, or initiatives.
 - Collaborate with the program teams to ensure digital campaigns align with program goals and timelines.
 - Use paid advertising (e.g., Facebook ads, Instagram ads, Google Ads) to increase visibility for events or campaigns.

- **Content Calendar & Scheduling:**
 - Maintain and manage a content calendar to ensure a consistent stream of posts and updates across all platforms.
 - Schedule posts in advance using social media management tools like Hootsuite, Buffer, or Sprout Social to ensure timely and regular posting.
- **Website Management:**
 - Collaborate with the website team (if applicable) to ensure the website is up-to-date with the latest events, programs, and educational content.
 - Contribute to blog posts, program pages, and other online content to enhance the organization's digital presence.
- **Analytics & Performance Monitoring:**
 - Track and analyze the performance of digital marketing campaigns and social media activity using tools like Google Analytics, Facebook Insights, and other platform-specific analytics tools.
 - Monitor KPIs such as engagement rates, website traffic, social shares, and conversions, and adjust strategies based on data.
 - Prepare regular reports for senior leadership to showcase the effectiveness of digital marketing efforts.
- **Email Marketing:**
 - Design and send email newsletters to the community and stakeholders to promote upcoming programs, events, and activities.
 - Segment email lists to target specific groups based on interest or geographic location.
- **Collaboration & Cross-functional Support:**
 - Collaborate with program managers, event coordinators, and other team members to gather content and promote events, workshops, and initiatives.
 - Assist in the development of digital marketing collateral (e.g., flyers, posters) for offline use and integrate them into digital strategies.
- **Fundraising & Sponsorship Promotion:**
 - Support fundraising efforts through social media by promoting donation campaigns, crowdfunding initiatives, and sponsorships.
 - Engage potential donors and sponsors by showcasing the impact of arts and culture programs on the community.

Please Note: Job responsibilities are subject to change based on the needs of the organization.

Required Skills and Qualifications:

- **Education:**
 - Bachelor's degree in Marketing, Communications, Digital Media, Arts Administration, or a related field preferred.
- **Experience:**
 - 2-4 years of experience in social media management, digital marketing, or online community engagement, preferably within the arts, culture, or non-profit sector.
- **Social Media Expertise:**

- Strong knowledge of social media platforms (Facebook, Instagram, Twitter, TikTok, YouTube, LinkedIn) and best practices for engagement.
- Experience with social media advertising (e.g., Facebook Ads, Instagram Ads, Google Ads) and sponsored campaigns.
- **Content Creation & Graphic Design:**
 - Proficiency in graphic design tools (e.g., Adobe Creative Suite, Canva) to create compelling visual content.
 - Experience in writing and editing copy for social media, email newsletters, blogs, and other digital formats.
- **Analytics & Reporting:**
 - Familiarity with social media and website analytics tools (Google Analytics, Facebook Insights, Instagram Analytics) to track campaign performance.
 - Ability to analyze data and derive actionable insights to improve digital strategies.
- **Communication Skills:**
 - Excellent written and verbal communication skills, with the ability to craft engaging and persuasive content for various audiences.
 - Strong storytelling abilities to highlight the impact of arts and culture initiatives.
- **Project Management:**
 - Strong organizational and time management skills with the ability to manage multiple campaigns and projects simultaneously.
 - Experience with scheduling tools (Hootsuite, Buffer, Sprout Social) to streamline content posting and scheduling.
- **Creativity & Innovation:**
 - A creative thinker who can generate innovative ideas to engage the community and build a strong online presence.
 - Ability to adapt content to different platforms, tailoring messages to suit each audience.

Preferred Skills:

- Experience with video production and editing for social media (e.g., Instagram Stories, YouTube videos, TikTok).
- Familiarity with SEO (Search Engine Optimization) and content optimization strategies.
- Knowledge of Lao language and cultural etiquette
- Experience in a non-profit or arts-related environment is a plus.
- Knowledge of email marketing platforms (e.g., Mailchimp, Constant Contact).
- Knowledge of community engagement and public relations best practices.

Salary Range:

\$20-\$25 hourly

Application Process:

Interested candidates should submit a resume, cover letter, and 3 references to **laoamericancommunityfresno@gmail.com** by **5pm, Monday, December 30th, 2024**.

Please include "Social Media and Digital Marketing Coordinator Application" in the subject line.

LACF Annual Programs/Events

EDUCATION: ALEC (March/Apr)

COMMUNITY ENGAGEMENT: Lao New Year Festival (Apr/May); Community Banquet (May/June)

SCHOLARSHIP: Scholarship Announcement (Jul/Sept)

GALA FUNDRAISER (between Aug/Oct)

YOUTH/YOUNG ADULT: Ambassador (Year-round activities)