



Digital Marketing Specialist (Remote or Amherst, MA)
AMHERST CINEMA ARTS CENTER, INC.
Amherst, Massachusetts www.amherstcinema.org

Amherst Cinema invites experienced and highly motivated candidates to apply for its Digital Marketing Specialist position. The Digital Marketing Specialist is a key contributor to the Cinema's efforts to creatively and strategically develop, execute, track and optimize marketing campaigns across our digital platforms and channels.

The ideal candidate is a film lover with an awareness of cinema history, current industry news, and movie culture. They are a creative thinker with a sense of humor and a firm understanding of the opportunities and affordances of digital communications and media platforms. They have the skills to leverage and launch campaigns that promote the Cinema's programming, connect with existing and new audiences, and boost brand awareness. The position reports to the Creative Manager, and works collaboratively with the film programming team. The Digital Marketing Specialist must reside within the Western Massachusetts region, but an exception could be made for qualified candidate.

This is an onsite or remote, part-time (20 hours/week) position with benefits that include a flexible schedule, free movies, dental insurance, and 403(b) matching plan. Regular availability during daytime business hours on Tuesdays is required.

Salary Range: \$20,800–25,000 annually

Essential Functions:

- **E-mail Campaign Management & Execution:** Write, produce and deploy twice weekly and targeted audience-specific email campaigns. Build and optimize strategies to drive newsletter engagement and effectiveness.
- **Social Media Strategy & Execution:** Develop social media strategy and launch campaigns to promote the Cinema's film programming across multiple channels (Facebook, Instagram, Twitter, and more) and to attract and cultivate film audiences across the Western Massachusetts region. Create content and execute engaging and effective campaigns on a timely basis. Collect data and provide analysis to monitor campaign performance and recommend optimization adjustments.
- **Semi-Weekly Meetings:** Meet regularly and work closely with Creative Manager and team to create high impact moments around film and event programming (announcements, trailers, press, etc.).
- **Community and Press Outreach:** Identify potential programmatic partners and develop relationships across the greater community. Occasionally write and distribute press releases.
- Perform other duties as assigned.

Qualifications/Skills:

- Bachelor's degree or equivalent work experience in marketing, communications or related field.
- A self-starter with strong project management skills and the ability to prioritize, multi-task and meet deadlines.
- Broad knowledge of film, film culture, social media and entertainment.
- Schedule availability to ensure weekly e-newsletters are sent on Tuesday and Fridays.
- Experience with copywriting and executing email marketing campaigns.

- Proficiency in creating graphic and written content for and publishing to all major social platforms such as Instagram, Twitter, and Facebook, and awareness of emerging trends and platforms.
- Experience using analytics tools for major social platforms.
- Experience managing Google Ads, Facebook, and other social media advertising campaigns.
- Familiarity with Adobe Creative Cloud and Microsoft Office preferred.
- An eye for developing and critically viewing content under an intersectional lens.
- Strong work ethic, positive attitude and the ability to work under pressure in a fast-paced environment.
- LANGUAGE SKILLS: Ability to read and interpret documents in English as well as the ability to write routine correspondence in English. Ability to speak effectively in English before groups of customers or employees.
- TECHNOLOGY EQUIPMENT (REMOTE ONLY): Access to a working computer with webcam, phone and high-speed Internet service are required. The Cinema will provide web-based software accounts (Adobe Creative Cloud, Microsoft Office), access to content management platforms (Constant Contact, Drupal), and access to shared document and asset repositories. A \$1,000 technology stipend is offered annually.
- PHYSICAL DEMANDS: While performing the duties of this job, the employee is frequently required to sit, talk and/or hear, and/or use hands to finger, handle, or touch objects, tools, or controls. The employee is required to stand, and/or walk occasionally. Specific vision abilities required by this job include close vision and the ability to adjust focus. The mental and physical requirements described here are representative of those that must be met by an individual to successfully perform the essential functions of this position.
- WORK AUTHORIZATION: United States work authorization required.
- COVID-19 PRECAUTIONS: <https://amherstcinema.org/health-safety-precautions>

To apply, please submit a cover letter, resume and three work samples to: jobs@amherstcinema.org

Resumes submitted without cover letters will not be considered. Review of applications will begin on June 16, 2022, and continue until the position is filled.

Amherst Cinema is an independent, nonprofit arts and education center brimming with world-class programs. Our comfortable, fully accessible theater offers state-of-the-art projection and sound, and is a beloved cultural institution in Western Massachusetts.

Amherst Cinema is an equal opportunity employer and committed to hiring team members from diverse backgrounds, perspectives, and lived experiences. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.

Updated June 16, 2022