



# Springboard Fellowship

The Springboard Fellowship is designed to support emerging arts and culture professionals in Western New York to develop their skills through paid mentorship opportunities with partner organizations.

## Partnering Organization: **Buffalo Society of Artists**

### Address:

403 Main Street, Suite 105  
Buffalo, NY 14203

### Mission:

The mission of the Buffalo Society of Artists (BSA) is, "Building on a legacy since 1891, we embrace visual exploration as critical to the voice of our time." The Buffalo Society of Artists (BSA) stands as a testament to the enduring spirit of creativity and community, having been a cornerstone of the art world in Buffalo and Western New York for over 130 years.

Website: <https://buffalosocietyofartists.org/>

Fellowship Position: Website Content Curator

### Position Overview:

The Fellow will play a pivotal role in our organization's mission to enhance community outreach, foster inclusivity, and promote diversification, as outlined in our Strategic Plan developed since our establishment as a 501c3 organization in 2017. A cornerstone of this plan is the development of a new website that serves as the public face of the BSA, offering a platform for members and users to engage in various activities such as events, peer-to-peer interaction, and mentoring.

As we have successfully achieved our goal of creating this new, accessible website, we seek the Fellow to take on the role of content manager. In this capacity, the Fellow will gain invaluable experience in content management, website administration, and community engagement.

By the end of their tenure with us, the Fellow will have acquired practical skills in website management, content creation, and audience engagement strategies. They will also have gained a deeper understanding of the importance of inclusive digital platforms in fostering community connections and advancing organizational objectives. This experience will undoubtedly equip them with valuable tools for future endeavors in digital marketing, communications, or nonprofit management.

The Fellow will primarily collaborate with the Community Engagement Director and the Executive Committee of the Board.

Position Description: Website Content Manager Fellow

Organization: Buffalo Society of Artists

Position Title: Website Content Manager Fellow

Position Overview:

The Website Content Manager Fellow will play a crucial role in supporting the BSA's mission to enhance community outreach, foster inclusivity, and promote diversification through effective online communication. The Fellow will be responsible for managing the content of our newly developed website, ensuring it accurately reflects our values, goals, and opportunities while engaging our diverse audience effectively.

Key Responsibilities:

**Content Curation:** Curate and update website content regularly to ensure relevance, accuracy, and alignment with organizational goals and messaging.

**Content Creation:** Develop engaging written and visual content, including articles, blog posts, event listings, and multimedia materials, to showcase the activities and initiatives of the BSA.

**Website Administration:** Utilize the content management system to upload and format content, manage user accounts, and troubleshoot technical issues as necessary.

**Community Engagement:** Collaborate with the Community Engagement Director and Executive Committee to identify opportunities for member involvement, peer-to-peer interaction, and mentoring through the website.

**Performance Monitoring:** Track website analytics and user feedback to evaluate the effectiveness of content and identify areas for improvement.

**Training and Support:** Provide training and support to staff and board members on using the website effectively to maximize its potential for community engagement and outreach.

Qualifications:

- Excellent written and verbal communication skills.
- Proficiency in content management systems and basic web design principles.
- Strong organizational skills and attention to detail.
- Ability to work independently and collaboratively in a fast-paced environment.

- Commitment to promoting diversity, equity, and inclusion in all aspects of online communication.

#### Support Offered by the Organization:

- Training: Comprehensive training on website content management systems and organizational messaging will be provided at the outset of the Fellowship.
- Mentorship: Ongoing mentorship and guidance will be available from the Community Engagement Director and the Executive Committee, who bring extensive experience in community outreach and nonprofit management.
- Resources: Access to organizational resources, including marketing materials, branding guidelines, and multimedia assets, will be provided to support content creation efforts.
- Flexibility: The organization is committed to working collaboratively with the Fellow to establish a work schedule that accommodates their needs and priorities.

#### Estimated Timeline:

July 2024 - October 2024 (exact work schedule to be determined in collaboration with the selected Fellow)

This position offers a unique opportunity for a motivated individual to gain hands-on experience in website management, community engagement, and nonprofit communications while contributing to the mission of the BSA. If you are passionate about leveraging digital platforms for social impact and are eager to make a difference in your community, we encourage you to apply for this exciting Fellowship opportunity.