



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: **Tri-County Arts Council**

Address:

110 West State Street
Olean, NY 14760

Mission:

The Tri-County Arts Council (TCAC) advocates the creation and appreciation of arts in Allegany, Cattaraugus, and Chautauqua counties and Southern Tier Region. TCAC is committed to offering support and services that improve the quality of life of all residents, enhance cultural awareness and understanding, and encourage creativity and artistic expression.

Website: <https://www.tricountyartscouncil.org/>

Fellowship Position: Social Media Management

Position Overview:

The TCAC Office is seeking a Fellow to support the organization's social media platforms and use WordPress for our inventory system. Working with the Executive Director, the Fellow will play a crucial role in driving the TCAC consumer engagement strategy through social media.

We at the Tri-County Arts Council are proud to offer both art & culture that has been created within our own community. We strive to be an advocate for the creation and the appreciation of all the arts & culture of this region. Offering shows & exhibits by local artists, as well as classes & workshops for people of all ages to learn & create their own art in all forms. We are committed to propelling this legacy forward and hope you will join us in our mission!

The Tri County Arts Council (TCAC) is seeking a Springboard Fellow who will manage the organization's social media platforms.

To help fulfill our mission, the Tri-County Arts Council advocates for the creation and appreciation of arts in Allegany, Cattaraugus, and Chautauqua counties and Southern Tier Region.

The TCAC Office is seeking a Springboard Fellow to support the organization's social media platforms and use WordPress for our inventory system. Working with the Executive Director, the Fellow will play a crucial role in driving the TCAC consumer engagement strategy through social media. The ideal candidate is a highly motivated, creative, self-starter with excellent communication skills and collaborates well with others.

Essential Functions

- Monitor all TCAC social media channels for comments, tagged posts, and mentions of the TCAC site and respond and engage with the community when appropriate.
- Manage the TCAC social media calendar and WordPress by inputting post plans and key events into the calendar with support from the Executive Director.
- Manage day-to-day posting and optimization of content on multiple social media platforms, including but not limited to, Facebook, Twitter, Instagram, and TikTok.
- Identify social media accounts and profiles that the TCAC should follow and engage with the accounts on a regular basis.
- Support in the development and creation of social media content – including but not limited to capturing content, providing live social coverage at events, crafting compelling copy, and other duties as assigned in content creation and development.
- Act as a trusted advisor to internal stakeholders looking to optimize their contributions in social media.

Preferred Qualifications

- A minimum of three (3) years of experience with a background in social media.
- Excellent interpersonal, verbal, and written communications skills
- Familiarity with WordPress.
- Possess a deep understanding of social media platforms – Facebook, Instagram, Twitter, TikTok, and YouTube – and know how content and conversation can build and grow a brand.
- Have a passion and interest in staying on top of the latest trends and topics that matter to our members.
- Excellent organizational skills, focus, and attention to detail.
- Adaptable to different working styles, mindsets, and personalities showcasing a willingness to collaborate with all.

- Design/photography/video editing skills a plus.

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