Part time, Marketing Coordinator
Contractor

ABOUT THE ORGANIZATION
The ASP is a 501(c)(3) nonprofit astronomy organization headquartered in San Francisco whose mission is to inspire and support professionals, educators, amateurs and “arm chair” enthusiasts. The ASP develops and disseminates astronomy toolkits, programs, publications, education resources, and online tools in its mission to inspire youth and adults. ASP efforts target K-12 classrooms, museums, planetariums, national and state parks, nature centers, astronomy clubs, and city sidewalks. ASP partners with NASA, the American Astronomical Society, the National Science Foundation, and other leading professional and educational organizations in North America and overseas. Financial support comes from a diverse portfolio of sources that includes government agencies and foundations, private and corporate foundations, corporate sponsorship, earned revenue, and donations from ASP members and individuals. The annual operating budget is approximately $3,000,000 and the institution employs a staff of 20 people.

JOB SUMMARY
The Astronomical Society of the Pacific (ASP) is looking for a part-time contractor to coordinate the marketing efforts of social media and events, including workshops, online webinars, conferences, and an awards gala, both on the ASP website and social media platforms through scheduling, asset preparation, and analysis of program events postings on the website events calendar, social media platforms Instagram, Facebook, and Twitter, and via email. Works closely with the Director of Membership & Communications and social media influencer who protects the brand and posts.

Job Responsibilities

- Organize and help strategize to increase the ASP’s community to include a more diverse, new, younger educator/academic/outreach/family audience
- Assist in the creation and editing of written, video, and photo content for website event calendar as well as social media postings.
- Maintain unified brand voice across different social media channels and ASP website.
- Collaborate with communications staff to create a social media calendar.
- Monitor social media channels for industry trends.
- Review analytics and create reports on key metrics for website and social media.
- Assist in the development and management of social media marketing and influencer marketing strategy.
Education and Experience Requirements:

- Bachelor’s degree in marketing or a related field
- 1-2 years’ experience in non-profit social media, marketing, and content development.
- Passion for social media & event marketing and proficiency with major social media platforms and social media management tools.
- Direct experience using social media management tools (Hootsuite, Sprinklr etc), proficiency with video and photo editing tools, digital media formats, and non-html back-end website management
- Ability to understand historical, current, and future trends in the digital content and social media space for the non-profit/education & outreach communities. STEM fields a plus.
- Proficient in creating reports and simple analysis.
- Strong copywriting and copy-editing skills
- Top-notch oral and verbal communication skills
- Impeccable time management and organizational skills with the ability to multitask
- Detail-oriented approach with ability to work under pressure to meet deadlines
- Experience with Microsoft Office, Google Drive

COMPENSATION AND BENEFITS
This is a contractor position paid monthly not to exceed 40 hours per month. This position does not include benefits. Compensation to be determined based on the qualifications of the applicant.

DEADLINE
The position will be open until filled.

HOW TO APPLY
To apply, please submit cover letter and resume to search@astrosociety.org. Your subject header should read ASP Marketing Coordinator. Or you may submit by mail to the address below.

Astronomical Society of the Pacific
Attention: ASP Marketing Coordinator Position
390 Ashton Avenue
San Francisco, CA 94112

No phone or e-mail inquiries

The ASP is committed to a diverse workforce