



## **Part-Time Content Creator**

### **Who We Are**

The Delaware River Waterfront Corporation (DRWC) is a 501(c)(3) organization created in January 2009, exclusively for the benefit of the City of Philadelphia and its citizens. The fundamental purpose of DRWC is to design, develop, program and maintain public amenities such as permanent and seasonal parks, trails, and streetscape improvements to transform the waterfront into a vibrant destination for recreational, cultural, and commercial activities for the residents and visitors of Philadelphia as is consistent with the goals of the Master Plan for the Central Delaware. Daily programming throughout the year is changing the way Philadelphians see and converse about the waterfront, and is helping to create spaces and communities that connect residents and visitors to the Waterfront.

DRWC is an inclusionary organization that values and promotes diversity in all aspects of its operations. DRWC is an equal opportunity employer and does not discriminate based on age, race, gender, religion, handicap, or sexual orientation.

### **Who We Are Looking For**

We are searching for a Content Creator to round out a team of talented, driven, creative individuals who are committed to telling the story of Philadelphia's Waterfront. The Content Creator is an integral part of how we achieve our collective goals as they relate to advertising, marketing, digital communications, and public relations, and within the greater context of the organizational communications plan.

This position will work closely with the Social Media and Web Manager and Marketing Manager and have regular communication with members of the programming team and general public.

### **Responsibilities:**

- Assist the Social Media and Web Manager in crafting creative content (e.g. social media copy, web copy)
- Respond to social media customer service inquiries
- Attend priority programming events and capture content (photo, video, quotes)



for use on social media and other digital storytelling platforms

- Write copy for other marketing and promotional materials as needed (e.g. printed collateral, newsletters, signage)
- Assist in data collection for recap reports
- Work with Sponsorship Manager on fulfillment needs, as they directly pertain to marketing and communications
- Research new and exciting media outlets, social media trends, and non-traditional storytelling tactics and techniques
- Attend and participate in weekly department meetings to gain knowledge about promotional events, experiences, and development projects
- Submit priority events and activations to local blogs and event calendars

**Skills:**

- Exceptional writing and editing skills
- Exceptional problem-solving skills
- Knowledge of Microsoft Outlook, Microsoft Office, Google Docs, Google Analytics, Adobe Creative Suite, and all basic social media platforms and related tools (e.g. Sprout Social, Hootesuite)
- Understand dominant social networks and best practices for sharing and increasing engagement over them and have an awareness of current social media trends
- Demonstrated knowledge of and experience in advertising and marketing, content creation, and uses of emerging media
- Knowledge of photography, videoediting, and graphic design
- Superior time management
- Exceptional interpersonal communication skills
- Ability to work independently on assigned tasks as well as to accept direction on given assignments
- Ability to collaborate productively as part of a team
- Ability to work effectively with diverse constituencies
- Professional demeanor
- Superior interpersonal communication skills
  - Approaches others in a tactful manner
  - Reacts well under pressure
  - Treats others with respect and consideration regardless of their status or position
- Accepts responsibility for own actions
- Follows through on commitments



### **Qualifications**

- 1-2 years experience in a social media position and/or related position
- Demonstrates interest in social media, media, and communications strategies
- Have a desire to both contribute to and learn from the experience
- Interest in and desire to make Philadelphia more exciting and livable for ALL current and future residents and visitors
- Curiosity, adaptability, detail-oriented, creative, motivated
- Bachelor's degree (B.A.) in Communications, Marketing, and/or related field preferred
- Project management abilities
- Flexible work hours (including evenings and weekends)
- Has access to a computer, smartphone, and the Internet

### **Timeline:**

- This position will be run for approximately 24 weeks, beginning no later than April 30, 2021 with an end date of approximately September 30, 2021.
- Approximately 30 hours/week

### **To Apply**

**Send resume, cover letter, writing samples, and three of your favorite social media campaigns to Jarreau Freeman at [jfreeman@drwc.org](mailto:jfreeman@drwc.org) by 5:00 pm on Monday, April 19, 2021. No phone calls.**