

WHITNEY PLANTATION



The Whitney Institute Social Media Coordinator Part-time (20 hours per week)

About Whitney Plantation

Whitney Plantation (The Whitney Institute) is the only plantation museum in Louisiana with an exclusive interpretive focus on slavery. The museum is a 501(c)3 with a mission to educate the public about the history and legacies of slavery in the United States. Located on the site of a former sugar, rice and indigo plantation in St. John the Baptist Parish, Whitney Plantation maintains 16 original buildings that form the core of the Whitney Plantation Historic District. Through memorials, artwork, exhibits and tours, Whitney Plantation helps the public understand the present day by educating them about the past.

About the Position

The Social Media Coordinator is a part-time (non-exempt) position within the Operations Department. The Social Media Coordinator creates and manages social media messaging for Whitney Plantation.

The Social Media Coordinator reports to the Marketing Manager. The SMC has no direct reports.

Duties of the position include:

- Manage all social media platforms, including writing and designing new posts and stories, and responding to messages and managing live streams
- Work with the marketing manager to create and implement social media strategies and calendars of posts
- Work with outside designers and contractors as necessary to capture photos, video, or to design works for social media
- Work on-site to capture photos and video for social media content, as directed by the Marketing Manager

Qualifications

- Extensive knowledge of all social media platforms and best practices
- Experience with basic graphic design software, such as Canva, required
- Excellent written communication skills

- Basic video editing capabilities

Compensation, Benefits and Hours

\$23 per hour

Part-time; 20 hours per week

Remote position with occasional on-site work required

Flexible schedule

Some evening or weekend work may be necessary to accommodate tours and events