



Position Title: Social Media and Communications Manager (Hourly)

Reports to: CEO

Location: Houston, TX (Hybrid: in-office and remote work as needed)

Employment Type: Part-Time, Hourly

About Young Audiences of Houston

Young Audiences of Houston is dedicated to educating and inspiring young minds through the arts, removing barriers to access for every child. Each year, we reach more than 289,000 children and families with high-quality arts programming in schools and community spaces, ensuring equitable access to the arts for all.

Position Summary

The Social Media and Communications Manager will support Young Audiences of Houston's mission by leading the organization's digital presence and communications strategy. This role will focus on creating engaging content that highlights our programs, impact, artists, and community partnerships. The ideal candidate is creative, detail-oriented, and passionate about the arts and youth development.

Key Responsibilities

- Develop and implement social media strategies across platforms (Facebook, Instagram, X/Twitter, LinkedIn, YouTube).
- Create engaging and mission-aligned content, including graphics, photos, videos, and copy.
- Travel to and from sites and locations for programming content - weekday and weekend.
- Manage content calendar, ensuring consistent posting and timely promotion of events, programs, and campaigns.
- Identify and connect with external resources for awareness building, i.e., fresh arts, facebook groups, artist networks, retired educator groups, etc...
- Monitor, analyze, and report on social media engagement and growth metrics.
- Support email marketing campaigns, newsletters, and website content updates.
- Draft monthly email campaigns in constant contact.
- Collaborate with staff and teaching artists to gather stories, photos, and impact highlights.

- Assist with press releases, media outreach, and other communications as needed.
- Ensure brand consistency in all communications, including visual designs, logo usage, and verbiage.

Qualifications

- 1–2 years of experience in social media management, communications, or marketing (nonprofit experience preferred).
- Strong writing, editing, and storytelling skills.
- Proficiency with social media platforms, Canva (or Adobe Creative Suite), and email marketing tools (such as Mailchimp or Constant Contact).
- Experience with basic video editing and photography a plus.
- Organized, self-motivated, and able to manage multiple projects at once.
- Passion for arts, education, and youth engagement.

Work Schedule & Compensation

- **Part-time, hourly position** (10–20 hours per week).
- Flexible schedule with hybrid work options.
- Compensation: \$18–\$24 per hour, commensurate with experience.

To Apply

Submit a resume, brief cover letter, and at least two examples of social media or communications work (links or portfolio) to yahou@yahouston.org with the subject line: *Social Media and Communications Manager Application – [Your Name]*.