

## JOIN OUR CREATIVE TEAM



**Sasha The Artist Studio** offers "The social art experience" through Paint & Sip with Sasha, The Artist events, Sasha The Artist Art Academy and Sasha The Artist DIY products, services and other art supplies.

We are seeking a skilled and dynamic **Full-Time Social Media Marketer** to join our creative team. The ideal candidate will be passionate about art and possess a strong understanding of social media platforms and digital marketing strategies. As a Social Media Marketer, you will be responsible for creating engaging and compelling content, managing

social media campaigns, building brand awareness, and driving online traffic to our studio. This role requires creativity, excellent communication skills, and the ability to work collaboratively with our creative studio team.

### Responsibilities

- Develop and execute comprehensive social media strategies to enhance brand visibility and engagement.
- Develop and execute email marketing strategies to increase subscriber acquisition and engagement.
- Create and curate compelling content for social media platforms, including Facebook, Instagram, Threads, Tik Tok and our website.
- Manage and monitor multiple social media accounts and our website, ensuring consistent branding and voice across platforms.
- Engage with potential clients on social media to build relationships and increase brand awareness.
- Collaborate with the studio team to develop and promote studio events (in and out of studio), exhibitions, and art classes.
- Stay up-to-date with social media trends and best practices, and implement new strategies to optimize performance.
- Respond to comments, messages, and inquiries in a timely and professional manner.
- Share our business's unique story and achievements with bloggers and media outlets to generate publicity and increase brand visibility.
- Monitor online conversations and address any customer concerns or issues promptly and effectively.



## Requirements

- Knowledge of social media platforms and trends
- Excellent written and verbal communication skills.
- Proficiency in graphic design tools such as Adobe Photoshop or Canva.
- Proficient in Google slides
- Creative mindset with a keen eye for detail.
- Ability to work independently and manage multiple projects simultaneously.
- Familiarity with the art industry and a passion for art.
- Must have reliable transportation to in studio and offsite events

## Benefits

- Opportunity to showcase your creativity by designing visually appealing and engaging content for various social media platform
- Flexible working hours and the ability to work remotely, allowing you to manage your own schedule.
- Opportunity to enhance your skills in content creation, copywriting, social media analytics, and digital marketing strategy.
- Chance to connect and collaborate with influencers, clients, expanding your professional network.

## Salary

- EC \$396.00 - EC \$880 for a 40hr work week based on level of education

To apply, please submit your resume, a cover letter, and a portfolio (if available) showcasing your artistic skills and experiences to [info@sashatheartiststudio.com](mailto:info@sashatheartiststudio.com). We thank all applicants for their interest, but only those selected for an interview will be contacted.