

Louisiana Historical Association

Social Media Coordinator

The Louisiana Historical Association (LHA) is a professional organization that promotes excellence in scholarship, teaching, and dissemination of research in all areas of Louisiana history, encourages study and teaching of other areas of history, fosters inclusion of all practitioners of history, and advocates for the responsible stewardship of all cultural resources. We publish the quarterly journal *Louisiana History* and host an annual scholarly conference. In order to expand our digital presence and grow membership, the LHA is accepting applications for the newly-created position of social media coordinator.

Responsibilities:

- Execute a results-driven social media strategy.
- Develop and curate engaging content for social media platforms.
- Collaborate with designated LHA representatives in the creation and editing of written, video, and photo social media content, as well as other social media engagement/interaction.
- Monitor social media channels for industry trends.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create reports on key metrics.
- Assist in the development and management of social media marketing and influencer marketing strategy.

Qualifications / Skills:

- Proficiency with major social media platforms and social media management tools
- Proficiency with video and photo editing tools, digital media formats, and HTML
- Understanding of historical, current, and future trends in the digital content and social media
- Strong copywriting and copyediting skills
- Excellent oral and verbal communication skills
- Detail-oriented approach with ability to meet deadlines

Education / Experience:

- Bachelor's degree in marketing or a related field
- 1-3 years experience with B2C social media marketing
- Direct experience using social media management tools (Hootsuite, Sprinklr, etc.)

Compensation:

This is a part-time position that will require up to thirty-five hours per quarter. Hours and location are largely flexible. There is a quarterly stipend of \$1,000, but no benefits.

To apply, please send a letter of application stating qualifications and a resume, including links to examples of social media work, to:

James Wilson
Secretary-Treasurer
Louisiana Historical Association
101 LSU Student Union, LSU Box 25435
Baton Rouge, LA 70803

Or by email to: info@lahistory.org

Applications must be received by December 1, 2023, for consideration.