



Social Media Coordinator (Part-Time)

About Penumbra Center for Racial Healing:

Founded in 1976 by award-winning director Lou Bellamy, Penumbra is a nationally recognized organization housing Minnesota's only Black professional theatre company. Penumbra has earned tremendous accolades, producing nearly 200 plays, over 30 premieres, and has cultivated generations of artists of color. Through our powerful art, we open hearts, rehearse strategies for change, and dispel dehumanizing narratives of people of color.

Today, under the leadership of Sarah Bellamy, Penumbra is evolving into its next life cycle: a performing arts campus and center for racial healing that nurtures Black artists, advances equity, and facilitates wellness for individuals and the community. Our space will center the Black experience, learn from and support people of color who are not Black and welcome white individuals interested in building resiliency and competency for racial equity and racial healing work. Penumbra will stand in solidarity with and support indigenous communities upon whose land the work is located.

Position Overview:

Penumbra Center for Racial Healing is looking to work with a passionate and creative Social Media Coordinator on a part-time basis. They will support our mission through visually engaging and compelling social media stories, drawing inspiration from and adhering to Penumbra's brand guidelines. The ideal candidate will be well-versed in both audience engagement and dynamic content creation, combining impactful storytelling with digital strategy to help grow online and in-person participation in Penumbra's arts, equity, wellness, and youth programs and services. This is a remote, hourly position, with work assigned on a monthly or weekly basis. We expect to offer an average of 15 to 20 billable hours per month.

Key Responsibilities

Social Media Strategy: Develop results driven social media strategy that promotes Penumbra's wide array of productions, programs, classes, and services.

Audience Engagement: Amplify Penumbra's voice through social media platforms, including Meta, X, TikTok, Instagram, and LinkedIn. Engage with B2C and B2B audiences locally and nationally.

Social Media Advertising: Develop and implement social media ad strategies within budget to support Penumbra revenue goals and audience growth.



Creative Content Creation: Create robust, interactive, and engaging messaging and content to share across digital platforms.

Graphics: Create engaging digital assets and multimedia elements for use in online campaigns, emails, presentations, and other digital platforms.

Collaboration: Work closely with the COO and Associate Director of Marketing and team to understand project requirements and objectives, incorporating feedback and suggestions to deliver exceptional designs.

Analytics and Reporting: Provide regular reporting and analytics like campaign performance and audience engagement to share useful insights and improve overall social media strategy.

Inclusive Strategy: Demonstrate a commitment to inclusivity and diversity in content creation by considering accessibility and ensuring Penumbra's content engages diverse audiences.

Preferred Qualifications

Marketing Background: Background or experience in marketing, with a keen understanding of branding principles, target audiences, social media metrics, digital strategies, and content that aligns with Penumbra's institutional marketing strategies.

Passion for Racial Healing: A genuine interest in racial equity, social justice, and racial healing, and a willingness to contribute positively to the organization's mission.

Experience in the Nonprofit Sector: Prior experience working with nonprofit organizations or mission-driven entities is a plus.

Experience in Diversity & Inclusion Design: Familiarity with developing social media strategies that promotes diversity, inclusion, and social change.

How to Apply:

If you are passionate about using your social media skills to contribute to racial healing and social change, we would love to hear from you. Please submit your resume, a cover letter, and a link to your portfolio to info@penumbratheatre.org. In your cover letter, please briefly explain your interest in working with Penumbra.

Note: Due to the volume of applications, only shortlisted candidates will be contacted.

Compensation: \$40.00/Hr.



Benefits: No

Location: Remote