



Social Media and Graphics Assistant

Job Description

Position Purpose: To advance the mission and goals of Bike Walk Tennessee (BWTN) and Bike Walk Knoxville (BWK).

Supervisor(s): Lindsey Kimble, BWTN Chief Administrative Officer/BWK Executive Director.

Compensation: This position will work as an independent contractor for BWTN and BWK. The hourly pay rate for this position is \$20. Must have own computer and graphics software.

Hours: 3-5 hours per week average; flexible schedule dependent on programming and event needs. Work from home.

Contractor shall work on an independent basis and at such hours as are convenient for Contractor yet allowing Contractor to perform all services required in a timely manner.

Responsibilities and Duties:

- **Social Media Management.** Assist with curating content for BWTN and BWK social media and scheduling content to help grow the audience of these organizations. Assist with related social media tasks such as responding to comments and messages.
- **Social Media Graphics.** Create engaging graphics for BWTN and BWK social media. Platforms used include Facebook, Instagram, and Twitter as well as others as needed.
- **Graphic Design.** Create graphics for various BWTN and BWK events and programming. Create graphics for educational content.
- **Mission and Goals.** Understand the mission and goals of BWTN and BWK and be able to communicate this to the public. Ensure that all social media content is aligned with the goals of the organizations.
- **Other Duties as Assigned.** BWK and BWTN are small organizations and all staff are expected to help with various elements of the organizations' work.

Qualifications:

- Experience working with non-profit organizations preferred
- Experience/education in social media/marketing preferred
- Experience/education in graphic design preferred
- Ability to work independently and meet deadlines
- Creative thinker
- Bachelor's degree preferred or working towards