

Social Media Assistant | Job Description

PCNW is hiring a part-time Social Media Assistant that supports the Marketing Director with the execution of social media campaigns by creating and posting content, engaging with followers, and monitoring analytics. If you're passionate about arts education and believe in the power of community and photography, then read on!

ABOUT US

PCNW is a place for everyone to explore the photographic arts. We promote lifelong learning and creativity through resources and programs that inspire and empower. We believe in a world where visual storytelling and artistic expression are used as tools for positive change, community building, and greater empathy. Through our 53-credit Certificate Program, classes and workshops, free exhibitions and public programs, and publicly accessible labs we offer photographic education and experiences. Learn more about PCNW, our programs, and core values at www.pcnw.org.

THE POSITION

Working closely with the Marketing Director, the Social Media Assistant supports audience growth through the creation of still and video content, occasional graphic design, strategic scheduling and posting, active social listening, community engagement, and performance reporting.

Specific areas of responsibility are:

- Understand the overall concept of the institution, including the brand, audience, promotional goals, and all other aspects of the way we engage with our community via social media
- Collaborate with the marketing director on weekly and monthly editorial calendars to promote education, exhibitions & public programs, membership, etc. on various social media platforms, including Facebook, Instagram, Bluesky, YouTube, and LinkedIn
- Create engaging content for social media channels in the form of graphics, stills, video, and captions
- Schedule posts via Buffer (or directly via apps)
- Monitor accounts and respond to comments, tags, and messages
- Track engagement and performance metrics; assist in creating monthly performance reports
- Analyze analytics to gauge the success of campaigns
- Provide suggestions for improving the experience on social platforms and internal processes

OUR IDEAL CANDIDATE:

A collaborative, professional, and responsible person who enjoys working in a creative environment. Specific desired skills include:

- Ability to learn and adhere to PCNW brand standards and marketing practices
- Experience with major social media platforms, including Facebook, Instagram, Bluesky, YouTube, and LinkedIn, etc
- Photography and video capture, and editing experience (Lightroom, Premiere, Adobe Express)
- Copywriting and editing skills
- Ability to interface with the public during events and the creation of content
- Great customer service skills, in-person and online
- Experience with Google Suite and Microsoft Office
- Ability to assess priorities, problem solve, and work alongside a team under tight deadlines
- Excellent decision-making and time management skills
- Knowledge of social media analytics software to track audience engagement and campaign performance
- Interest in social media trends
- Eagerness to learn about new innovations and software

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that may be required of the employee for this job. Duties, responsibilities, and activities may change or evolve over time.

Work Schedule:

Hours per week: 15

While much of this role can be done remotely if desired, it does require being on-site periodically for meetings, events, and to take photos and video for content creation. Regular hours will be determined on a mutually agreeable schedule. While we strive to maintain a regular schedule, hours may vary some weeks depending on events and programs.

Compensation:

\$22/hour, this position is not eligible for benefits or PTO.

Work Conditions:

This position requires both stationary hours at a desk and computer, as well as physically active hours taking photos or video content at events and programs. Occasional extended periods of standing may be required.

**PHOTOGRAPHIC
CENTER
NORTHWEST**

PCNW will provide a computer station for this position when working in the office. If working remotely this position will use their own devices/computer. PCNW will provide equipment for filming or taking photos as needed

Ability to test, prepare, troubleshoot, carry, and use equipment such as camera, lighting, and sound equipment is necessary.

Accommodations:

PCNW will consider reasonable accommodations for employees with disabilities to perform the essential functions/duties of this position.

To Apply:

Submit a resume, cover letter, and work samples (links okay) to opportunities@pcnw.org with the subject line "Social Media Assistant". Women, BIPOC, and LGBTQIA+ identifying individuals are encouraged to apply. Priority Deadline is March 9, 2026. Interviews will begin the week of March 16, 2026 with an anticipated start date of early to mid-April.

PCNW is an equal opportunity employer. We do not discriminate on the basis of race, color, gender, marital status, sexual orientation, political ideology, age, creed, religion, ancestry, national origin, or any sensory, mental or physical disability.