



## Social Media Contractor

### Key Position Details:

Department	Creative
Location	Offsite
FLSA Status	Not Eligible
Position Employment Status	Independent contractor, 3-month contract (potential to extend)
Position Location	Seattle / remote, occasional in-office meetings required
Salary Grade/Range	\$45-\$55/hour DOE
Reports to	Director of Marketing
Prepared/Revised Date	April 2026

## Organization Overview:

***Do you believe that art can transform lives? So do we! Join a passionate team with a powerful mission to utilize art and community for individual and societal change.***

Path with Art fosters the restoration of individuals, groups, and society from the effects of trauma through arts engagement and community-building.

Path with Art is driven by its Vision: A world where arts engagement is recognized as transformative—connecting the individual with self, the self with community, and communities with society. In this world, the power of arts engagement is available for all.

Since 2008, Path with Art has been at the forefront of a growing international movement that utilizes the power of art as a means to bring dignity, awareness, and healing to the complexities of the issues surrounding homelessness, and recovery from trauma. As a long-time leader in this field, the Path with Art model is currently being sought out and recognized by communities both nationally and internationally.



## Position Summary

Path with Art is looking for a creative, collaborative Social Media Specialist to support our Marketing & Communications department. This position is responsible for managing Path with Art's social media accounts, giving detailed attention to brand voice, visual identity, and social media best practices. The Social Media Specialist will work with the Marketing Director to identify and execute a social media calendar that vibrantly and accurately represents Path with Art's events, initiatives, and community while growing our presence across our platforms.

The ideal candidate brings a robust portfolio demonstrating graphic design expertise, copywriting chops, and client management skills. They also have a keen ability to balance warmth, respect, and professionalism in communications with existing audiences and new connections alike.

### Responsibilities:

- Responsible for creating and responding to social media feed posts, Stories, and short video content, following Path with Art's brand guidelines and adhering to established visual design themes, templates, and standards.
- Responsible for scheduling and posting social media content (e.g., feed posts, Instagram Stories and Reels, LinkedIn posts).
- Responsible for creating and maintaining a social media calendar. Meets 2-4 times per month with the Marketing Director to review metrics, upcoming content, and posting schedule.
- Establishes community engagement priorities with the Marketing Director and follows up on relevant posts, comments, tags, and collaboration requests in a timely manner.
- Works with the Marketing Director and key senior staff to identify and execute on opportunities for proactive community engagement.
- Attends 1-2 Path with Art events per month to gather content for future posts and/or capture live content.
- Ensures quality of work across all written and visual communications.
- Analyzes key performance metrics (reach, engagement, follower growth) and prepares monthly reports to evaluate campaign effectiveness and inform future content strategy.
- Stays current with social media trends, platform algorithm updates, and digital marketing tools to continuously optimize Path with Art's social presence.

### Qualifications

A strong candidate will:

- 3+ years of experience in social media management or digital marketing.



- Working knowledge of social media management tools (e.g., Hootsuite, Buffer, Later) and familiarity with platform analytics across Instagram, Facebook, and LinkedIn.
- Demonstrated proficiency in graphic design tools and software such as Adobe Creative Suite, Canva, and Figma.
- A solid portfolio of clear, informative, grammatically-golden written work.
- Intuitive ability to adjust tone and language to adapt to different brand voices, channels, and/or target audiences.
- Current freelance or contractor status; no side-project seekers, please.

## Who We Serve

We serve no- to low- income adults in active recovery from domestic abuse, homelessness, substance abuse disorder, mental health challenges, and other trauma who are working to rebuild their lives. Our Participant Artists are referred to us by more than 65 social service partners. These include housing providers such as Plymouth Housing, Low Income Housing Institute, Downtown Emergency Services Center, as well as social service and mental health agencies such as Sound Health, Recovery Café, King County Drug Diversion Court and veteran organizations.

## Work Environment

Path with Art is currently working in a hybrid workspace, with most staff working from home 2 days a week and in our office adjacent to Seattle Center 3 days a week. The Path with Art office generally operates 9am to 5pm Monday through Friday. However, this position will periodically require availability outside these hours and during the weekend.

Path with Art is an equal opportunity employer, and does not discriminate on the basis of race, color, national origin/ethnicity, gender identity, religion, sexual orientation, age or ability, or any other factor made unlawful under applicable fair employment laws.

Path with Art acknowledges that our society has been built on systems that have historically excluded opportunities for Black, Indigenous, and other People of Color (BIPOC), while maximizing privileges and opportunities for white-bodied folks. Many arts organizations, including our organization, are deeply influenced by and actively benefit from these systems, which include racism, classism, ableism, cisheteropatriarchy, colonialism, and more. Transforming these systems is integral to our core purpose of fostering the restoration and resiliency of individuals, groups, and society from the effects of trauma through arts engagement and community building. In order to bring about our organizational vision of a world where



arts access is available to all, we must acknowledge the ways in which we, too, are complicit in upholding systemic inequities, even as we seek to dismantle them. By leading our equity work with race and accessibility, we seek to disrupt all forms of systemic, historical, and structural oppression. We recognize that the road to creating meaningful and lasting change is long, and we commit to walking this path with creativity, connection, hope and possibility.

**To apply, contact [jobs@pathwithart.org](mailto:jobs@pathwithart.org) with your resume, portfolio, and the most memorable experience you've ever had making art.**