



Marketing + 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	\$36-\$42/hour DOE
Reports to	Director of Marketing
Prepared/Revised Date	June 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 Marketing and Social Media Contractor 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 Marketing and Social Media Contractor 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.

In addition to social media management, this role also supports the development and execution of top-quality marketing creative. The Marketing and Social Media Contractor will assist with email campaigns, digital marketing assets, print collateral (e.g., posters, postcards, brochures), website updates, and other deliverables as assigned.

The ideal candidate brings a robust portfolio demonstrating graphic design expertise, copywriting chops, digital marketing savvy, 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.

Role Summary

Social Media Management: 50%

- 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.
- 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.

Marketing Design + Copywriting: 50%

- Graphic design: Creates and updates organizational documents and event collateral
- Email campaign support: updates, proofreads, and schedules regular and ongoing email campaigns. Acclimates to existing brand guidelines and MailChimp templates, modifying and improving upon templates as needed.
- Newsletter support: Works with Marketing Director to create, regularly refresh, and schedule a monthly newsletter that establishes a consistent brand voice and presence while building awareness of PwA's mission, involvement, and impact.
- Website updates: makes basic content updates to the PwA website as requested.
- Ensures quality of work across all written and visual communications.

Requirements

- 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.
- Experience working with web content management systems such as WordPress, Squarespace, Shopify sites, or others.
- 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.
- Demonstrated ability to dedicate the time and attention required for this engagement; candidates seeking only occasional side-project work may not be a good fit.

To apply, contact jobs@pathwithart.org with your resume, portfolio, and the most memorable experience you've ever had making art.