

Social Media Manager

Charles River Speedway / Event Space at Garage B

The Charles River Speedway (The Speedway), operated by the Architectural Heritage Foundation, is a vibrant, dynamic marketplace that is home to Notch Brewery Tap Room & Biergarten and a unique collection of independently operated retail, food, and drink concepts. Located on Western Avenue in Brighton, MA, The Speedway also includes an onsite 250-person private events facility known as 'Event Space at Garage B' in the lower courtyard, and a separate, upper courtyard with a stage for additional community engagement.

We are seeking a creative and ambitious person to be our site-wide Social Media Manager (SMM). The SMM has three first year goals:

1. To be the voice of The Speedway and Garage B online and in person at the historic marketplace.
2. Support the existing team to substantially grow our site-wide customer base, for all community members, and
3. Coordinate cross-platform marketing to amplify and extend sales at both The Speedway and Garage B.

About this role:

- SMM will manage and implement the marketplace's front-line communication efforts
- Help meet The Speedway and Garage B's marketing goals, and support, curate and maintain existing distinct branding for both assets.
- Create content and run social media accounts for both The Speedway and Garage B, in coordination with AHF Communications Director and The Speedway Events/Community Manager.
- Create, curate and maintain photography and marketing materials for both assets.
- Provide customer support as front line for consumer inquiries regarding The Speedway, monitor and maintain Google My Business
- Help promote original Speedway programming in the Courtyard and in collaboration with site tenants, and manage master courtyard events calendar on website.
- Promote and market The Speedway and other public facing programming in Garage B, and periodic "site wide" events that involve the entire Speedway campus, and help to manage attendance.
- Be present for certain events for asset creation and actively promote in real time when required, and assist at events.
- Helps to manage websites and metrics as needed.

What you'll bring:

- Prior experience in marketing, public relations and customer service is required. The role requires strong writing and communications skills and at least two years' experience managing social media platforms.
- Great photography and graphic design skills required.
- Understanding of the latest and greatest of the social media platforms. Experience with Twitter, Facebook, Pinterest, Google My Business and Instagram is essential. Experience with TikTok, LinkedIn, Yelp, and YouTube are a plus.
- Knowledge of Planoly or similar programs to manage online postings on different platforms is important. Proficiency in SEO and Keyword research, Google Analytics, Microsoft Office and various web-based software products is also important. Familiarity with Adobe Creative Suite, Canva or other graphics programs is essential. Working knowledge of web design and experience with WordPress expected.
- The position requires interaction with tenants, customers, colleagues and members of the public; as such, an outgoing personality is required.
- Should be highly organized and have a strong ability to set and achieve short and long-term goals and meet deadlines.
- Should be able to manage a wide range of responsibilities and adapt easily to a changing list of tasks, including meeting unforeseen short-term goals, and should be able to independently manage time effectively and be comfortable working in a team setting.

What to Expect:

- The position is part-time and hourly, 15 to 20 hours per week, with compensation based on experience and availability
- SMM will be expected to be present at the Speedway on a consistent and regular basis.
- Hours are flexible and will include weekends/evening hours. Remote work will be allowed at times.

Organization Overview:

AHF is a non-profit mission based developer and property manager focused on historic real estate. An AHF subsidiary, AHF Historic Property Manager, LLC is the property manager of The Speedway, which includes the event space at Garage B. AHF has extensive experience in all aspects of operating commercially tenanted historic buildings, including leasing, lease administration, and property maintenance.

Submit resume, letter of interest and any questions to jobs@charlesriversspeedway.com

All Employees of AHF and its related entities are 'At Will' employees and are expected to adhere to the highest business and ethical standards.

AHF and its related entities do not discriminate in employment opportunities on the basis of race, color, ancestry, religion, gender, national origin, age, pregnancy, citizenship status, physical or mental ability, military status, sexual orientation or any other status protected by law.

www.ahfboston.com

www.charlesriversspeedway.com

www.garagebevents.com