

The Callicoon Business Association is seeking a local, community-minded creative to assist the CBA Board manage the organization's website, and Social Media accounts. The consultant will report directly to the Marketing Committee Chair [Interim Marketing & Design Contact], and will be responsible for adhering to established brand style guidelines to manage the organization's web and social media presence in order to promote the Association, its initiatives, member businesses and and the Hamlet of Callicoon.

The successful candidate will be able to:

1. Dedicate 1-2 hours weekly to this position.
2. Update the www.visitcallicoon.com website monthly, or as necessary (often less). At times we will add or delete businesses based on their membership status, you will be advised by quarterly updates from the CBA Board and/or the Marketing Committee.
3. Maintain the CBA's Facebook Pages; [Callicoon,NY](#) & [Callicoon Business Association](#)
 - o [Callicoon NY](#) – This page is used to promote Callicoon and is linked to the [VisitCallicoon Instagram](#) account.
 - This account is used for sharing member events from Facebook.
 - Use this account to share any promotional posts that are not appropriate for Instagram. (Guidelines will be provided)
 - This account is linked to the [VisitCallicoon Instagram](#) - all Instagram posts should be set to auto-post to Facebook.
 - o [Callicoon Business Association](#) – This account is used to make official announcements from the CBA,
 - Use this for meeting announcements, reminders, CBA events information, town announcements etc.
 - It 'shares' posts from the [Callicoon,NY](#) Facebook account.
4. Use established brand guidelines to maintain the CBA Instagram account, [VisitCallicoon](#).
 - o All Instagram posts should auto-post to the [Callicoon,NY](#) Facebook account.
 - o Create 5-7 posts weekly related to member businesses and Callicoon events. At least half must be original or from submissions. (not harvested from other social media)
5. Check marketing.callicoon@gmail.com regularly for post submissions from our members. Translate the information provided into to a post, and schedule using scheduling App.
 - o Determine if additional steps are needed, such as adding to the calendar, additional sharing or linking.
6. Take direction from the Committee Chairs to boost certain posts for CBA events.
7. Assist with design/marketing needs as needed and able. Design background is a big +

Applicants should contact marketing.callicoon@gmail.com for more information or to apply