



SYRACUSE CULTURAL WORKERS

JOB OPENING

Digital Marketing Consultant

To be filled as soon as possible. Rolling Application process. (Posted 8-23-2023)

Time: 5-15 hours/week thru mid December 2023

Payrate: \$20/hour

Because of the political nature of our work, the wages we pay are lower than we'd like. We seek to balance that with an important mission and a friendly, supportive work climate.

Perks: \$100 of free SCW products in December.

Hours: Flexible

Location: We prefer someone in Central NY, but are happy to work with the right person remotely

RESPONSIBILITIES:

- Work with our digital marketing team to develop a plan for digital marketing of SCW products, including a proposed budget.
- Carry out SCW's digital marketing strategy to reach new people and expand sales
- Find creative and cost-effective ways to use digital advertising and social media to promote SCW products.
- Work with potential interns on accompanying social media campaigns

REQUIREMENTS:

- Expertise with Google ads, analytics, audience identification, keywords, etc.
- Thorough knowledge of social media platforms and how to use them effectively to market products, including via paid advertising
- Accurate and detail-oriented
- Reliable, responsible and accountable
- Commitment to SCW's mission
- Active connections with social movements very helpful

About Syracuse Cultural Workers

For 41 years Syracuse Cultural Workers has worked to nourish communities that honor diversity and creative expression, and inspire movements for justice, equality and liberation while respecting our Earth and all its beings.

SCW is a social justice publisher selling both retail and wholesale through our website and paper catalog throughout North America. SCW's 12 person staff is caring, creative, hardworking and committed to making a difference in the world. If you are a person of integrity looking for a challenge, apply now.

Please send resume and letter of interest as soon as possible to:

Syracuse Cultural Workers * PO Box 6367, Syracuse, NY 13217

andy@syracuseculturalworkers.com * Fax: 315-475-1277

Phone: 315-474-1132 ext. 22

SCW IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER

8-22-2023