Now Hiring: Contracted Social Media Manager

Downtown Bedford, Inc. (DBI)
Downtown Bedford, Inc. is seeking a contracted individual to manage and grow our social media presence. This role is ideal for a creative, self-motivated individual with a strong background in social media content creation and graphic design, particularly on Facebook, Instagram and YouTube, but not limited to these platforms.

Position Type
Independent Contractor (1099)

Reports To
DBI Manager

Required Weekly Hours

- Up to 20 hours per week**,** depending on events, campaigns, and seasonal needs
- Hours are flexible but must allow for timely posting, engagement, and event promotion
- Occasional evening or weekend availability may be required for special events or live coverage

Key Responsibilities:

Content Creation & Management
- Develop, schedule, and publish engaging content across DBI's social media platforms (e.g., Facebook, Instagram, and others as assigned).
- Create original graphics, captions, short-form videos, and stories highlighting downtown businesses, events, promotions, and community news.
- Maintain a consistent brand voice and visual identity for Downtown Bedford Incorporated.

Community Engagement
- Monitor social media accounts and respond to comments, messages, and inquiries in a timely and professional manner.
- Engage with downtown businesses, community partners, and followers to encourage participation and awareness.
- Promote community pride and positive storytelling within Downtown Bedford.

Event & Campaign Promotion
- Promote DBI-sponsored events, seasonal campaigns, business spotlights, and special initiatives.
- Coordinate with DBI staff, board members, and local businesses to gather content and event details.
- Assist with pre-event, live-event, and post-event social media coverage as needed.

Strategy & Reporting

- Develop a monthly content plan aligned with DBI goals and community priorities.
- Track performance metrics (engagement, reach, follower growth) and provide regular summary reports.
- Recommend content and strategy improvements based on analytics and trends.

Collaboration & Communication

- Attend occasional meetings (in-person or virtual) with DBI staff or committees as requested.
- Communicate regularly with DBI leadership to ensure alignment with organizational goals.

Qualifications:

- Experience with social media management, especially Facebook and Instagram
- Strong graphic design skills and eye for visual branding
- Ability to work independently and meet deadlines
- Familiarity with Downtown Bedford and its community
- Must have **own phone, computer, and/or equipment.**

Contract Terms

- Compensation: Contracted monthly retainer to be determined based on experience.
- Contract Length: Annual, with renewal based on performance and organizational needs.

How to Apply

Interested individuals should submit:

- A letter of interest
- Examples of previous work, including links to social media accounts, graphics, or posts you have created

🗓️ **Application Deadline: February, 18 2026**

Send submissions to:
manager@downtownbedford.com