

# ZURICH ART WEEKEND 2025

## Social Media Lead | Zurich Art Weekend

Zurich Art Weekend is seeking a dynamic and creative individual to lead its social media campaign in the lead-up to and during the event. In this role, you will be responsible for conceptualizing, creating, and managing content across Instagram, LinkedIn, Facebook, and YouTube. You will work closely with the communications team throughout the project period, taking full ownership of social media activities—including content planning, scheduling, community management, and driving engagement and interaction across platforms.

## JOB OVERVIEW

### Overall Goals:

- Set and pursue a set of KPIs to:
  - Increase audience reach & engagement on ZAW's own channels
  - Increase members engagement through their channels
  - Improve overall editorial line, including texts and visuals
- Lead the social media campaign up to and during the event from April onwards.

### Account Management

- Plan and Manage Social Media Content: Lead monthly scheduling and ensure timely coverage of all member venues, corporate and media partners, and Zurich Art Weekend initiatives.
- Create and Publish Engaging Content: Produce tailored posts (text, image, video) for platforms like Instagram, Facebook, and LinkedIn, and manage daily activity and user engagement.
- Coordinate Across Teams: Collaborate with internal teams and press partners to align social media with broader campaigns and promotional opportunities.
- Monitor and Report Performance: Track data, fulfill reporting requirements, and optimize social media strategies based on performance insights.
- Support Live Coverage and Paid Media: Oversee photographers and volunteers during the event weekend and manage paid advertising to boost reach.

### Skills + Requirements

- Proven experience managing Instagram, LinkedIn, Facebook, and YouTube with platform-specific content strategies.
- Skilled in writing, image, and video creation tailored to different platforms, with a strong visual and editorial sense.
- Experience in audience interaction, responding to messages and comments, and growing online communities.
- Competence in tracking performance metrics and providing data-driven reports to stakeholders.
- Comfortable working in fast-paced event settings
- Passion for contemporary art and culture, with prior experience in cultural or events sectors preferred.

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**STARTING DATE:** Early May

**END DATE:** End of June

We are open to exploring freelance or employment formulas, depending on the applicant's profile.

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**ZURICH ART WEEKEND** is an international non-profit-oriented organisation that brings together 65+ of Zurich's major public and private art institutions through a variety of annual initiatives and projects, with a long-weekend June event preceding Art Basel. Together with the major art institutions, galleries, off-spaces, publishers, foundations, collections and universities across the city, we present a curated program of 80+ solo and group exhibitions featuring over 120 artists and 100+ special events including encounters with artists, workshops, guided tours with curators, art walks in the city, performances, talks, parties and more...

[www.zurichartweekend.com](http://www.zurichartweekend.com)

*Zurich Art Weekend is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We welcome applications from individuals who identify as LGBTQIA+ and from underrepresented groups around the world, including The Global Majority.*