DIGITAL MEDIA COORDINATOR

The Eli and Edythe Broad Art Museum at Michigan State University (MSU Broad) is looking for a digital media coordinator. The MSU Broad is a contemporary art museum with between 30–40 rotating exhibitions per year, around 10 events per month, and several offsite projects. This position reports to the Director of Public Relations and Marketing. The PR/Marketing department is responsible for all strategic communications for the museum including public relations, branding, social media, the website, graphic design, and advertising in service of the museum’s institutional objectives: to advance collaborations which connect art to other interdisciplinary enterprises, to position the museum as forward-thinking and innovative, and to increase attendance, engagement, and a welcoming experience. The digital media coordinator will be responsible for overseeing the MSU Broad’s online presence, including strategy and analytics. This position will have a flexible schedule, 30–37 hours per week, paid hourly, based on experience.

RESPONSIBILITIES INCLUDE:

• Social media management (publishing, listening, and engagement) for Facebook, Twitter, Instagram, YouTube, and MailChimp.
• Introducing strategies to increase communications objectives and staying aware of industry trends.
• Using Google Analytics, HootSuite, and social media native analytics to produce weekly reports and campaign reports for senior leadership.
• Managing an editorial calendar and scheduling posts.
• Maintaining flexible hours to attend events for posting to social media.
• Producing and implementing a strategy for search engine marketing, including paid search advertising and search engine optimization.
• Content creation and copywriting, maintaining a consistent museum voice.
• Introducing solutions engaging with target audiences through digital marketing.

REQUIREMENTS INCLUDE:

• Bachelor’s degree in communications, advertising, marketing, or related field.
• 3 or more years in communications, advertising, marketing, or related field.
• Ability to work independently.
• Ability to work with strict and numerous deadlines through effective planning and time management.
• An understanding of strategic planning.

TO APPLY:
Submit a cover letter and resume to Whitney Stoepel, Director of Public Relations, at stoepelw@msu.edu by Wednesday, Nov. 15, 2017.