

**EMPLOYMENT OPPORTUNITY**

## Digital Media Coordinator

The Pulitzer Arts Foundation is currently seeking to fill the position of Digital Media Coordinator. The Digital Media Coordinator is responsible for managing website content, implementing social media campaigns, as well as other marketing efforts. The ideal candidate will possess 1-2 years of experience, excellent written and verbal communication skills, and a strong interest in the arts. The position is full-time with excellent benefits.

**Position:** Digital Media Coordinator

**Reports to:** Director of Marketing and Communications

**Status:** Full-time / Non-Exempt

### Position Responsibilities and Duties

#### Website

- Manage and regularly update all content on the Pulitzer Arts Foundation's website using WordPress platform
- Manage minor website updates and maintenance, and work with third party service provider for major site maintenance
- Format digital images for website using Adobe Creative Suite
- Coordinate with Registrar department to ensure adherence to proper image uses as stated on artwork loan agreements and occasionally provide mock-ups for lender approval
- Track, report, and evaluate usage of the website using website analytics
- Manage website search engine optimization strategy to ensure site is optimized for relevant search results
- Assist in overseeing web host account, WP Engine, to manage periodic backups in coordination with third party service providers

#### Social Media

- Manage the Pulitzer Arts Foundation's social media accounts, including but not limited to: Facebook, Twitter, Instagram, Vimeo, YouTube, and LinkedIn

- Develop and implement social media marketing campaigns in accordance with the institutional voice and guidelines to ensure consistent messaging across multiple platforms
- Coordinate across departments to identify target audiences and leverage Facebook ad platform for effective event promotion
- Format digital images for social media using Adobe Creative Suite
- Monitor and analyze social media analytics and recommend strategies for growth
- Monitor social media accounts and report any issues to the Director of Marketing and Communications
- Monitor effective benchmarks for measuring the impact of social media campaigns

### **Marketing and Communications**

- Design and produce marketing materials when needed, including event signage and social media tiles
- Develop project and event documentation and manage third party vendors for photography and videography
- Create and distribute bi-weekly digital newsletters using MailChimp, and other marketing emails as appropriate
- Develop, implement, and maintain processes and procedures for managing the organization's contact information using Salesforce database
- Generate mailing lists for print and digital marketing using Salesforce database
- Update event details on various community calendar listings
- Assist the Director of Marketing and Communications in the development and management of the departmental budget while operating within planned budget guidelines and authorization procedures
- Process invoices for payment
- Maintain physical and digital files related to marketing and communications
- Perform other duties as assigned

### **Preferred Experience and Background Skills**

- 1-2 years of experience preferred
- Bachelor's degree in Marketing or Communications preferred
- Proficiency in website content management systems, including but not limited to WordPress
- Demonstrated knowledge and understanding of the various social media platforms
- Proficiency in Adobe Creative Suite software

- Strong attention to detail, problem solving, and organizational skills
- Self-motivated, resourceful, creative, and ability to work well on a team
- Strict adherence to professional ethics
- Strong verbal and written communication skills as well as time management
- Strong interest in the arts
- Graphic design, photography, video production, and editing experience preferred

The Pulitzer Arts Foundation is an equal opportunity employer.

### **HOW TO APPLY**

Interested applicants should send a cover letter and resume via email to:

**Sharice Williams**

Assistant Business Manager and Human Resources Manager  
employment@pulitzerarts.org