



## Position Description Communications Specialist

### Organization

MOCAD delivers exhibitions and programs that explore the best of contemporary art, connecting Detroit and the global art world. MOCAD is focused on art to nurture social change and human understanding that reflects our community. We encourage innovative experimentation by all types of artists and scholars to enrich and educate diverse visitors in the power of art. We welcome local and international creative voices who can guide us to an equitable and inclusive future. We believe it is our responsibility to utilize art to move us towards a more hopeful and accepting community. MOCAD is an Equal Opportunity Employer.

### Classification

Status: Part Time, Non-Exempt.

### Schedule

This role will normally be set at approximately 20 hours per week, there may occasionally be additional hours up to 29/week for special projects or organizational needs. Most MOCAD staff members currently maintain a Monday–Friday or Tuesday–Saturday schedule. Staggered schedules and telecommuting are common due to the pandemic. Core work hours are 9:30am-5:30pm; some evening and weekend hours are required as needed.

### Compensation Range

\$20-\$25/hour

### Supervisor

Susanne Feld Hilberry Senior Curator

### Position Description

The Communications Specialist is responsible for creating and implementing MOCAD's communications vision. The position is tasked with integrating digital and organizational communications strategy, with a focus on supporting the Museum's programming by engaging the online.

This highly collaborative position oversees critical projects in the areas of digital media and communications aimed at building institutional visibility and enriching audience experience. A key intermediary between Museum departments, the Communications Specialist cultivates organizational messaging and editorial growth by taking a lead role in developing written content for public dissemination, as well as the presentation of multimedia content across nearly all facets of the museum experience.

### Key Responsibilities

This role serves as the project lead in the areas of communications, and manages MOCAD's communications efforts on social media platforms and weekly newsletter.

### Communications

- Oversee content development and distribution across all digital media platforms including Twitter, Instagram, Facebook and other social media and visitor engagement platforms.
- Work closely with curators, department heads, and leadership to establish messaging around exhibitions, public programs, and critical announcements, enhancing public exposure to MOCAD's program and intellectual assets.
- Serve as content producer for online platforms, including email campaigns, online programming, exhibition and event documentation, artist interviews, and stand-alone web initiatives.
- Coordinate public program and exhibition documentation, including audio, video, and still photography, in consultation with curatorial and community engagement teams.
- Conceive, produce, and release cross-platform communications campaigns for MOCAD exhibitions, programs, and initiatives.
- Coordinate and publish MOCAD newsletters using Mailchimp (including the weekly general newsletter and targeted messages).
- In collaboration with teams across the Museum, work to promote organizational materials on social media platforms.
- Copy edit all digital content to meet standards for style, grammar, punctuation, spelling, clarity, accuracy, and accessibility, while maintaining consistency in branding and messaging across communications.
- Work closely with PR consultants in developing and distributing press releases and targeted press campaigns.
- With PR consultants, manage image requests, including permissions from artists, foundations, galleries, and copyright agencies for usage; maintain online press room and integrated press materials; and monitor MOCAD's press coverage and request corrections as needed.
- Work with Museum staff to develop, maintain, and update style guides; liaise with staff to ensure consistency of content, style, and application conventions.
- Pay close attention to the ever-changing communications landscape, keeping MOCAD current in new strategies that elevate and expand institutional visibility and audience engagement.
- Coordinate across departments to generate new online initiatives and digital strategies, while reassessing existing platforms and processes, as needed.

## General

- Maintain records relevant to the role (including digital and physical files) for archival and future planning purposes. Document processes and procedures as needed.
- In collaboration with other Museum employees, maintain inventory of equipment related to the role.
- Track and maintain relevant budgets, and complete and submit necessary paperwork to the Business Operations Office in a timely fashion.
- Other duties as assigned.

## Qualifications

- Bachelor's degree plus three years and/or relevant experience.
- Exceptional written communication skills, including proficiency in writing, copyediting, and formatting for various outlets; demonstrated writing experience within the context of art, contemporary art, art history, and/or art museums preferred.
- Experience in conceptualizing, producing and implementing social media campaigns across various platforms.
- Strong interpersonal communication skills in order to interface with various departments and management levels, technical, and non-technical staff.
- Advanced knowledge of best practices in email campaign and social media management.



- Knowledge of SEM and SEO, Google AdWords, and results-oriented reporting including Google Analytics.
- Proficiency in Adobe Creative Suite and Google Suite required; experience with cloud storage and project management software desirable.
- Intermediate experience in audio and video production software is desirable.
- Broad understanding of responsive web design and web accessibility best practices.
- Demonstrated experience working closely with designers, developers, and other technical collaborators.
- Genuine knowledge of and interest in contemporary art and culture.

To apply, please submit a resume and cover letter as a PDF to [jobs@mocadetroit.org](mailto:jobs@mocadetroit.org). Unfortunately, we are unable to respond to phone calls about hiring at this time.