



Position Description
Communications + Marketing Manager

About MOCAD

The Museum of Contemporary Art Detroit (MOCAD) presents exhibitions and programs that explore the best of contemporary art, connecting Detroit and the global art world. MOCAD is focused on art as a means to nurture social change and human understanding, reflecting our community. We encourage innovative experimentation by artists, musicians, makers, cultural producers, and scholars to enrich all who participate and to educate visitors of all ages in the power of art. Whether from Detroit, or around the world, we welcome creative voices who can guide us to an equitable and inclusive future. We believe that art can change us, and it's our responsibility to hold a space where challenge, acceptance, hope, and beauty can coincide.

MOCAD opened to the public in 2006. It is operated by a staff of roughly 25 employees who work to deliver two to three exhibition and programming seasons per year in both MOCAD's main building and Mike Kelley's Mobile Homestead. MOCAD is an Equal Opportunity Employer.

About the Role

MOCAD's Communications + Marketing Manager is a passionate advocate for contemporary art that provokes and engages a diverse public. The Communications + Marketing Manager is a key member of the operations team to grow MOCAD's audience, consistently serve the current audience, and create external excitement around our mission. This role reports directly to the Co-Directors and works closely with the Design team, Public Relations consultant, and Development team to develop communication and marketing strategies for targeted audiences through the creative development and delivery of content across print, digital, and electronic venues. This will include researching, writing, editing, proofing, and publishing information that effectively and accurately supports the organization's marketing and communications goals and objectives. In addition, the position may be responsible for planning and carrying out outreach events to bolster partnerships and collaborations across organizations, constituents, and donors.

Classification

Status: Full-time, Exempt

Compensation Range

\$55-65K annually, based on experience

Schedule

Monday-Friday; some evening and weekend hours as needed. This is an in-office role with the opportunity for a recurring once-a-week, work-from-home day.

Museum of Contemporary Art Detroit

4454 Woodward Ave Detroit, MI, 48201
313.832.6622



Key MOCAD Relationships

Reports to: Co-Directors

Direct Report: Graphic Design Contractor and Design Coordinator,

Direct Relationships: All departments across MOCAD

Role Responsibilities:

External Communications

- Propose and implement communication and marketing strategies to achieve organizational goals and objectives, in collaboration with the Co-Directors and relevant departments. This may include print and digital advertising, social media, email communications, website, and production of print and digital marketing materials.
- Propose, implement, and create content for a digital content strategy with innovative topics, news, milestones, with external opportunities to guide content planning.
- Provide oversight and collaboration with third party vendors, particularly the organization's public relations firm and contractor graphic designer.
- Adhere to all organizational brand usage guidelines, including developing brand guidelines and templates.
- Review and update marketing materials, presentations, and reports in support of fundraising, donor stewardship, and programming, including but not limited to sponsorship decks, impact reports, solicitation letters, and external presentations (Web, print, PPT and other)
- Manage and review content for organization's public-facing website, update with fresh content on a regular basis.
- Maintain email contact lists and create content for a bi-weekly newsletter strategy for internal and external audiences, including coordinating content from international sources, reviews, and send.
- Copy Editing

Social Media and Marketing

- Propose, implement, and create content for organization's current and future social media channels (i.e. Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube and emerging networks).
- Create a social media and marketing calendar that reflects upcoming programs, exhibitions, and events.
- Actively pitch story ideas about the organization to local, regional and national media outlets as appropriate.
- Select message appropriate media. Ensure integration of content across different media.
- Track, measure and report effectiveness of communication programs, marketing campaigns and events.

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- Identify stakeholders and target audiences, and encourage engagement. Develop and maintain relationships with appropriate constituency groups.
- Work at all exhibition openings and other MOCAD events as needed in assigned roles

Special Events + Fundraising

- Create and distribute invitations, signage, and overall communications regarding fundraising efforts including but not limited to VIP events, Annual Gala, and Monster Drawing Rally.
- Actively work with the Artistic Director, COO, and Development team on any fundraising efforts for the museum including grants, solicitations, and more.
- Participate in planning and executing events related to MOCAD's external visibility to its supporters
- Represent the organization at various events, on committees, at meetings, etc., as appropriate. Work with a variety of individuals and groups across the organization in a constructive and civil manner.

Administration

- Assist in budget development for organizational marketing and communications efforts and provide projections and recommendations.
- Use existing resources and skills to achieve or exceed desired outcomes of current and future organizational goals and needs.
- Meet or exceed customer service needs and expectations and provide excellent customer service in a direct and/or indirect manner.
- Communicate expectations internally as it relates to communications and marketing needs. This includes coordinating across departments regarding deadlines and collecting necessary information to facilitate newsletters, reports, and other external communications.
- All other duties as assigned

Required Skills and Experience

- Bachelor's degree in Communications, Marketing, or related studies.
- Minimum 3 years of experience in a lead role in marketing or communications.
- Experience working in highly collaborative, mission driven environments, non-profit experience preferred.
- Excellent organizational and multitasking abilities, with a "get it done" personality
- Demonstrated portfolio of working with underrepresented artists
- A demonstrated understanding of progressive D.E.I.A strategies
- Adept at cultivating new resources in support of exhibitions and public projects
- Ability to represent the museum with the highest level of integrity and professionalism, advocate for and adhere to museum policies, and contribute to and support management decisions in a positive, professional manner

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- Excellent interpersonal skills and ability to work on a team
- Excellent written and oral communication skills, with approachable communication qualities.
- Experience with general administrative duties
- Working knowledge of Apple OSX, Hootsuite (or similar), Google Analytics, MS Office Suite (Word and Excel), and Adobe Creative Suite.

Work Environment

- Indoor museum environment

Physical and Demands

Continuously requires:

- Communicating accurately with others
- Operating computers and other office-type equipment
- Detecting and discerning visual stimuli and color

Frequently requires:

- Remaining in a stationary or standing position for long periods of time
- Position oneself on or under objects

Occasionally requires:

- Moving about inside the gallery space
- Moving objects up to 50 pounds

To apply for this role, please email your resume and cover letter as a PDF to jobs@mocadetroit.org. Unfortunately, we are unable to respond to inquiries about hiring or this position.

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