



Social Media + Digital Content Manager

Position Description

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

The Social Media + Digital Content Manager leads MOCAD's social media presence and day-to-day digital storytelling. This position creates engaging, timely, and visually compelling content that connects audiences to MOCAD's exhibitions, artists, programs, events, people, and community.

The Social Media + Digital Content Manager manages MOCAD's social media channels and content calendar, creates original photo and video content, supports the digital promotion of exhibitions and programs, and helps ensure audiences consistently know what is happening at the Museum.



This is a hands-on role for someone who is both creative and highly organized. The ideal candidate is comfortable moving throughout the Museum, attending programs and events, working directly with staff and artists, and capturing content in real time.

Classification

Status: Part-time, Non-Exempt

Compensation Range

Range: \$30–\$35 per hour

Schedule

Part-time schedule based on Museum needs; occasional evening and weekend hours are required.

Direct Supervisor

Co-Director/Artistic Director

Role Responsibilities

Social Media Management

- Manage MOCAD's day-to-day presence across Instagram, Facebook, TikTok, LinkedIn, and other relevant platforms.
- Develop and maintain a comprehensive social media and digital content calendar tied to MOCAD's exhibition, program, development, membership, café, store, and event calendars.
- Write, schedule, and publish social media posts, stories, reels, and other digital content.
- Ensure MOCAD maintains a consistent and active presence across its social platforms.
- Develop content plans for exhibitions, public programs, special events, fundraising initiatives, membership, and other institutional priorities.



- Identify opportunities to tell MOCAD's story beyond formal announcements and event promotion.
- Stay current on platform changes, social trends, and emerging digital tools and determine what is appropriate for MOCAD's audiences and institutional voice.

Content Creation

- Create original photo, video, and short-form content for MOCAD's digital platforms.
- Capture exhibitions, installations, artist visits, public programs, Family Days, openings, performances, events, café and store activity, behind-the-scenes moments, and everyday life at the Museum.
- Attend key evening and weekend programs as needed to provide real-time and post-event social coverage.
- Create and edit reels, short-form videos, stories, and other platform-specific content.
- Interview artists, staff, visitors, and community partners for digital content when appropriate.
- Develop recurring content series and creative concepts that give audiences more ways to engage with MOCAD and its work.
- Maintain an organized library of digital photos, videos, graphics, and other social assets.

Digital Promotion

- Develop digital campaigns supporting exhibitions, programs, events, membership, fundraising initiatives, and other institutional priorities.
- Coordinate digital promotion timelines with staff across the Museum.
- Support email marketing and e-newsletter production, including gathering content and coordinating upcoming announcements.
- Support routine website content updates related to exhibitions, programs, events, and other timely Museum information.
- Coordinate boosted posts and paid social campaigns as needed.
- Ensure information across social media, email, and other digital channels is timely and consistent.



Community Engagement

- Monitor and manage comments, direct messages, tags, mentions, and other social interactions.
- Respond to routine audience questions and route inquiries to the appropriate MOCAD staff member when needed.
- Monitor content from artists, visitors, partners, and community organizations and identify opportunities for MOCAD to engage, share, or amplify.
- Coordinate social media collaborations and cross-promotion with artists, cultural partners, sponsors, and community organizations.
- Help build an online community that reflects MOCAD's commitment to being accessible, welcoming, and connected to Detroit.

Internal Coordination

- Proactively gather information and content from MOCAD departments rather than relying on departments to initiate every social request.
- Meet regularly with Curatorial, Education, Development, Visitor Experience, Events, Café, Store, and other teams to understand upcoming priorities and content opportunities.
- Work closely with the Public Relations Manager to coordinate press and digital efforts around major exhibitions, programs, announcements, and institutional initiatives.
- Translate broader institutional priorities established by the Co-Directors into actionable digital content plans.
- Coordinate with photographers, videographers, graphic designers, and other creative contractors when additional content is needed.

Analytics + Reporting

- Track social media performance, including engagement, reach, audience growth, video performance, website traffic, and other relevant metrics.
- Provide regular reporting on digital performance and audience engagement.
- Use analytics to identify what is working and make recommendations for future content.



- Establish benchmarks and goals for growing MOCAD's digital audiences and increasing engagement.
- Monitor digital campaigns and adjust content strategies based on performance.

Qualifications + Desired Skills

- 3–5 years of professional experience in social media, digital content, marketing, communications, or a related field.
- Demonstrated experience managing social media accounts for an organization, brand, cultural institution, or similar entity.
- Strong photography and short-form video creation and editing skills.
- Strong writing and editing skills with the ability to adapt to an established institutional voice.
- Strong understanding of Instagram, TikTok, Facebook, LinkedIn, and emerging social platforms.
- Experience developing and managing content calendars and digital campaigns.
- Ability to work independently, take initiative, and identify content opportunities without waiting for assignments.
- Strong organizational skills and ability to manage multiple priorities and deadlines.
- Comfort working collaboratively across departments and directly with artists, partners, visitors, and community members.
- Ability to work occasional evenings and weekends based on MOCAD's program and event schedule.
- Interest in contemporary art, culture, Detroit, and community-centered institutions.
- Museum, arts and culture, nonprofit, or creative-industry experience is preferred but not required.

Work Environment

The Social Media + Digital Content Manager works in a collaborative, fast-paced museum environment and requires regular on-site presence to capture content throughout MOCAD's galleries, offices, café, store, and event spaces. The role includes



computer-based work and occasional evening and weekend hours based on the Museum's exhibition, program, and event schedule.

To Apply

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.