



## **Digital Media Assistant**

**Department:** Marketing and Communications

**Supervisor:** Director of Marketing and Communications

**Status:** Full-time (Monday through Friday); nights and weekends as needed

**Salary Range:** \$36,000 - \$38,000

The Digital Media Assistant will support the Marketing and Communications Department to promote The Aldrich Contemporary Art Museum, its exhibitions and programs, and support fundraising efforts through the Museum's digital channels. The Digital Media Assistant works with diverse Museum departments—Exhibitions, Education, Development, Special Events, and Visitor Services—and will actively update, organize, and archive content on The Aldrich's newly redesigned website to ensure timely and accurate information is posted in a way to make the site dynamic, accessible, and engaging. This position supervises the Museum's online presence and social media channels with the goals of elevating the Museum's profile, fostering community, implementing outreach strategies to build constituency engagement, and supporting fundraising goals. The Digital Media Assistant will also create, manage, and edit cross-departmental digital projects including photography, audio, and video. This position will also schedule, develop, and format all e-newsletters across all departments, create and manage a digital archive of all exhibitions, programs, and events, and support the Design Director on special projects.

Responsibilities include, but are not limited to:

### **Social Media:**

- Manage social media channels and create content to disseminate information about Museum activities, building visibility for and interest in Museum news, exhibitions, and programs
- Maintain consistent and frequent postings across multiple social media platforms
- Develop and work on strategy to increase social media engagement and growth
- Create advertisements for social media
- Maintain a social media content calendar and meet regularly with colleagues to discuss upcoming needs/concerns regarding social media

### **Website:**

- Format content for, regularly review, update, and maintain the Museum's newly redesigned website
- Assure the timeliness, quality, and accuracy of website content
- Digitize archival material as necessary to create a robust exhibition history for the Museum's website
- Update, review, and maintain online retail and ticketing platforms



## E-Newsletters:

- Develop online outreach materials, including bi-monthly e-newsletter, dedicated program emails, press emails, invitations, annual appeals, etc.

## Photography/Video:

- Serve as staff photographer and videographer, including post-production, retouching, correcting, and editing images and video for website, social media, brochures, catalogues, press, and external use
- Develop and create video and audio content for various Museum departments to share on website and social media
- Archive and track all exhibition, program, event, and institutional video/photography for use in materials and outreach; oversee exhibition and program photography and videography in collaboration with the Design Director

## Marketing:

- Support digital marketing initiatives with copywriting and visual content creation
- Track, report, and analyze data for social media and email promotions
- Update and maintain the Museum's presence on international, national, and local online outlets
- Manage organic search ads

## Graphic Design:

- Assist Design Director on template-based design projects as needed
- Create mobile optimized graphics for social media

Other special projects as assigned by the Director of Marketing and Communications or Design Director

## Requirements:

- Bachelor's degree or equivalent combination of experience and education in a relevant field
- Positive attitude, collaborative spirit, and a strong work ethic
- Excellent written and verbal communication skills
- Exemplary organizational and problem-solving skills
- Commitment to Diversity, Equity, Accessibility, and Inclusion in all aspects of the position
- Fluent in Photoshop (InDesign and Illustrator a plus), with a strong understanding of producing and optimizing media for the web
- Front and back-end e-commerce experience a plus
- Knowledge of Mailchimp, Shopify, Google Analytics, Google Ads, video and audio editing, and Facebook Ads Manager a plus

We encourage applicants who are comfortable with technology and willing to learn, but who may not have all the above listed skills, to apply for this position.



Please send cover letter and resume to [marketing@thealdrich.org](mailto:marketing@thealdrich.org), with the subject line “Digital Media Assistant.” Qualified candidates will be contacted. No phone calls, please.

Application Process:

To apply, please send a cover letter and resume in a single PDF to: [marketing@thealdrich.org](mailto:marketing@thealdrich.org), with the subject line “Digital Media Assistant.”

Qualified candidates will be contacted. No phone calls, please.

The Aldrich Contemporary Art Museum Non-Discrimination Policy

The Aldrich Contemporary Art Museum is committed to:

- The goal of achieving equal opportunity for all.
- Providing an inclusive and welcoming environment for all members of the community.
- Providing an inclusive and nondiscriminatory work environment in which all employees are valued and empowered to succeed.
- Providing a workplace free from harassment of all kinds.
- Compliance with all federal and state legislation and regulations regarding non-discrimination.

Consistent with these principles, The Aldrich does not discriminate on the basis of race, color, sex, sexual orientation, gender identity, expression and characteristics, age, religion, national or ethnic origin, visible or invisible disability, veteran status, or any other protected status.