

Social Media Coordinator/Website Editor

Cranbrook is seeking a Social Media Coordinator/Website Editor who will support the creation, publication, monitoring, and management of the social media accounts for both Cranbrook Academy of Art and Cranbrook Art Museum. This position will serve as a “chief storyteller,” sharing insights and information about each institution with the goal of creating awareness, interest and traffic for both organizations. As Website Editor, he/she will manage two independent websites, one for Cranbrook Academy of Art and one for Cranbrook Art Museum and help shape communications through timely updates and engaging content. This position will also provide overall assistance in the creation and dissemination of information about Museum exhibitions/programming and Academy activities through a variety of communication channels.

Requirements: A bachelor’s degree is required, with 1–3 years of experience in social media, preferably in the arts and culture field. Requires experience in developing social media campaigns and strategy, preferably in the not-for-profit sector; excellent writing and proofreading abilities; strong research skills; working knowledge of WordPress, the platform used for both the Academy and Art Museum websites; experience and fluency in social media platforms, including Instagram, Facebook and Twitter; and working knowledge of image and video editing. Experience with motion graphics software a plus. Apple Macintosh proficiency required. Proficiency with Adobe Creative Suite programs including InDesign, Illustrator, and PhotoShop desired. Experience with Google Analytics, Google AdWords, Facebook Insights and Twitter Analytics required. Knowledge of HTML and other programming languages a plus. Prior knowledge, interest, and/or experience in contemporary art, craft, design, and architecture is preferred. A valid Michigan driver’s license with satisfactory driving record is required.

For consideration, please submit a resume and completed Employee application to: Cranbrook – HR, P.O. Box 801, Bloomfield Hills, MI 48303-0801, or fax (248) 645-3014, or email humanresources@cranbrook.edu