

Digital Marketing and Social Media Coordinator

Founded by Detroit philanthropists George and Ellen Booth in 1904, Cranbrook Educational Community includes the Cranbrook Academy of Art, Cranbrook Art Museum, Cranbrook Institute of Science, Cranbrook Schools, Cranbrook Center for Collections and Research, Cranbrook Horizons-Upward Bound, and Cranbrook House & Gardens. Located in Bloomfield Hills, Michigan, twenty miles north of downtown Detroit, Cranbrook's 319-acre campus is a National Historic Landmark District that welcomes tens of thousands of visitors each year to the Museum, Institute, and three historic houses. Cranbrook is also home to more than 150 graduate Academy students and 1,600 students in grades pre-K through 12 attending Cranbrook Schools.

The Digital Marketing and Social Media Coordinator supports the creation, publication, monitoring, and management of the social media account for Cranbrook Art Museum, and assists with social media management for Cranbrook Academy of Art. This position serves as a "chief storyteller," sharing insights and information about Cranbrook Art Museum with the goal of creating awareness, interest and traffic for exhibitions and programming.

This individual is part of a communications team that assists with digital promotion of the MFA programs at Cranbrook Academy of Art and exhibitions and programming at Cranbrook Art Museum through a variety of communication channels, including digital advertising, targeted email campaigns, and website content creation.

Responsibilities include, but are not limited to: Working with the Director of Communications and Communications staff, develop a comprehensive social media strategy for Cranbrook Art Museum. Through the Art Museum's social media channels, promote the museum's educational programs and camps. Work closely with curators and educators to develop content for the Art Museum. Create and schedule content across all Cranbrook Art Museum social platforms. Analyze social media metrics and generate reports to establish benchmarks and inform strategy across all social media channels. Monitor and respond to social media channel comments across all Cranbrook Art Museum channels. Produce the Cranbrook Art Museum electronic monthly newsletter, *What's Next*. In conjunction with the Marketing and Communications team, maintain the calendar listings for Cranbrook Art Museum, ensuring that all events are posted on social media channels, websites, and listed in community calendars. Assist with social media management of the Cranbrook Academy of Art social media channels, particularly during the recruitment season. Identify and develop other digital communications strategies, such as targeted email campaigns and paid digital placements for both Cranbrook Art Museum and Cranbrook Academy of Art. Assist with content updates to the websites of Cranbrook Art Museum and Cranbrook Academy of Art.

Requirements: A bachelor's degree is required, with 1–3 years of experience in social media, preferably in the arts and culture field. Experience in developing social media campaigns and strategy, preferably in the not-for-profit sector. Excellent writing and proofreading abilities. Strong research skills. Experience and fluency in social media platforms Instagram, Facebook and Twitter required. Experience with additional platforms and Sprout Social (or other social management tools) highly desired. Working knowledge of image and video editing required; experience with motion graphics software a plus. Experience with Paid Social, Facebook Business Manager, Twitter Analytics required. Prior knowledge, interest, and/or experience in contemporary art, craft, design, and architecture is preferred. Apple Macintosh proficiency required. Proficiency with Adobe Creative Suite programs including InDesign, Illustrator, and Photoshop desired. Working knowledge of WordPress, the platform used for both the Academy and Art Museum websites, is preferred. Experience with Google Analytics, Google AdWords desired. Requires a valid Michigan driver's license with satisfactory driving record.

For consideration, please submit a cover letter, resume and completed Employee Application to: Cranbrook – HR, P.O. Box 801, Bloomfield Hills, MI 48303-0801, or fax to (248) 645-3014, or email humanresources@cranbrook.edu. Our Employee Application can be downloaded from this Employment Page.