Moore College of Art & Design

Job Posting

**Status:** Exempt, Full-Time, 40 hours/week

**Position:** Marketing & Communications Specialist

**Reports To:** Chief Marketing & Communications Officer

**Benefits:** Moore College of Art & Design offers a time off package consisting of 41 days paid throughout the year for holidays, winter break, vacation and personal days. In addition, we provide 2 weeks of sick time and offer a great benefit package including health, dental, and a 403b plan with an immediate match and 100% vesting, just to name a few.

**About Moore College of Art & Design**

Founded during the original industrial revolution to advance women in new fields, Moore College of Art & Design is the first and only historically women’s college for art and design. Our mission is more relevant than ever, as technology, sustainability and diverse cultures drive and disrupt new and existing industries. Through dynamic BFA and Graduate Studies programs, educational programs for creatively curious youth and professional adult learners, and our own public and dedicated space for contemporary art—The Galleries at Moore—we are influencers and advocates for breakthrough artists and designers of all ages and backgrounds. The world needs Moore. For more information, visit www.moore.edu and follow us on social media @moorecollegeart. Visit The Art Shop at Moore online at moore.shopify.com.

**Purpose:**

The Marketing & Communications Specialist manages the editorial oversight, production workflow and content strategy for various Moore College of Art & Design digital and print publications, including the Moore blog, *Moore Magazine*, and various brochures geared toward promoting the College and its ongoing activities and offerings. In addition, the position manages the editorial strategy and content creation of Moore’s active social media channels and spearheads online community management efforts.

The position requires an ability to think strategically about messaging across the College and how to deliver communications built around that messaging to several audience and stakeholder groups on various platforms. This includes developing an editorial point of view for major publications; producing engaging and affinity-focused writing and storytelling; researching and pursuing new opportunities for sponsored and shared content on other websites; and building systems for recycling past content for new purposes. Social media work (on Facebook, Twitter, Instagram, LinkedIn, and other platforms as needed) involves crafting a creative, compelling content calendar; strong engagement with Moore’s followers; collaborating with other department staff on creating visually striking photo, design and video content; making recommendations for and managing the logistics of social media ad buys; and developing benchmarks and goals while tracking progress accordingly. Other duties include maintaining and monitoring Moore’s presence on other active online platforms and providing support and expertise to other internal social media account holders on creating and managing their respective channels while maintaining institutional standards and best practices.

**Requirements:**

* A BA or BS in communications, journalism, or English, or equivalent experience and knowledge
* Minimum of five years of experience in the communications, marketing, and/or social media fields, ideally with a focus in higher education, art, and/or design
* Proficiency with various forms of writing and storytelling (news features, human interest stories, promotional brochure and ad copy/creative, reporting and interviews) is required
* Proficiency with editorial work, as well as copy editing or proof reading, is required
* Proficiency with major social media platforms (Instagram, Facebook, Twitter) is required
* Proficiency with other social media platforms (LinkedIn, Tiktok) is preferred
* Proficiency with website CMS platforms is preferred
* Experience with social media advertising is preferred
* Experience working with social media influencers is preferred
* Good project management and time management skills are required
* Must be able to attend some evening and weekend events when required

**Responsibilities:**

1. Provide editorial vision, manage production workflow, and write/source content of *Moore Magazine*, a biannual print publication.
2. Build and manage editorial calendar for Moore’s blog, hosted on moore.edu, including writing content as well as recruiting and managing internal and external guest authors.
3. Contribute content and manage production workflow for print and digital brochures and other publications, and research and execute opportunities for sponsored or shared content on other websites and platforms.
4. Interview students, faculty, staff, alumni, donors, partners, outside artists and designers, and other stakeholders in order to develop stories for digital and print publication.
5. Assist other team members in managing print vendors and print production timelines.
6. Execute and manage Moore’s social media calendar and ongoing presence on major platforms, and track and report on related analytics, trends and best practices in the field.
7. Develop benchmarks and goals for social media engagement, both short-term and long-term, as well as strategies and tactics for meeting said goals.
8. Brainstorm and implement creative and dynamic means of content delivery and community engagement, informed by best practices, individually and in collaboration with other team members and College staff.
9. Make recommendations and manage the logistics and execution of social media ad buys, either in-house or with outside vendors.
10. Assist social media leads in the Moore community by providing support and mentorship with regards to content delivery, community engagement, best practices, budgetary concerns, and other related topics.
11. Maintain and monitor Moore’s presence on other online platforms such as Ticketleap and Eventbrite.
12. Other department duties as assigned, including occasional event support, etc.

**Physical Demands/Working Conditions:**

No physical demands. Office settings. May require extended work hours when “on deadline.”

The above statements are intended to describe the general nature and level or work being performed. These are not to be construed, as an exhaustive list of all responsibilities, duties and skills required of personnel as so classified.

**To Apply:**

Interested candidates send your resume and cover letter with salary requirements to: Moore College of Art and Design; Attn: Director of Human Resources; email: [HR@Moore.edu](mailto:HR@Moore.edu).

The College adheres to the principle of equal educational and employment opportunity without discrimination on the basis of race, color, religion, age, national or ethnic origin, sexual orientation, gender identity or expression, handicap or disability, military or veteran status, genetic information, or any other characteristic protected under applicable federal, state or local law in the administration of its educational policies, scholarship and loan programs, and other College-administered programs and employment practices.  Retaliation is also prohibited. *To read our full compliance statement please visit:* <http://moore.edu/about-moore/non-discrimination-504-titleix>