

## Digital Content Creator Job Description – Feb 6, 2024



### Company

*The Bray believes that excellence in ceramics is achieved through promoting and practicing inclusion, equity, and diversity. A full representation of thought, education, geography, culture, identity and life experiences, all lead to the ability to create thought provoking and important work. When unique perspectives and experiences are shared and embraced, everyone gains.*

*To create an environment that allows full opportunity for employees, resident artists, and all participants to enjoy and benefit from its programs, The Bray is committed to equity, inclusivity, and belonging in all aspects of its operation. The Bray's core values are strengthened by a wide representation of talented, experienced, committed artists; engaged, knowledgeable staff and board of directors; and the active participation of all members of The Bray community in its programs.*

The Bray is committed to opening access, opportunity, and advancement to people from groups that have been under-represented in terms of employment, recognition, funding, and institutional support. This requires The Bray to consider and remove systemic barriers that make participation in its programs difficult for any group or individual. We are also evaluating and implementing ways to expand the processes, activities, and decision/policy making in ways that ensure equal access to opportunities and resources. The Bray has begun to put into action a series of steps that will implement our commitment to diversity, equity, and inclusion, which are found in The Bray Strategic Plan. We will continue to engage in a dynamic strategic planning process that will regularly review and improve the action steps taken and will work to spread its programs to those communities that have historically lacked access and participation in the arts.

### **Summary of Responsibilities: Digital Content Creator (DCC)**

This is a new, part-time position designed to support the Communications Manager (CM) in the implementation of a comprehensive digital content strategy. The DCC's primary responsibility will be to support the Communications Manager with informational and promotional content creation, scheduling, and posting across a variety of social media platforms. Together, the CM and DCC work as a team to expand the Bray's reach and mission impact and promote the activities in each of our program areas. The DCC will be responsible for creating compelling narratives across various digital platforms, ensuring our online presence captures the essence of the Bray experience while adhering to the Bray style guide.

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### Responsibilities:

- Implement a comprehensive digital content strategy aligned with the Bray's mission and objectives.
- Create engaging text, photo, and video content for the Bray's website, social media channels and e-newsletters.
- Assist with the management and maintenance the Bray's online presence, ensuring consistency of branding and messaging across platforms.
- Work with artists, staff, and volunteers to capture stories and content that highlight the Bray's unique offerings.
- Conduct research and stay updated on current trends in digital content creation and online marketing.
- Analyze website and social media traffic to measure the effectiveness of content and make data-driven improvements.
- Assist with the development and implementation of digital marketing campaigns.
- Maintain a proactive and flexible approach, adapting to changing needs and priorities.
- Attendance at evening and/or weekend events may be required.
- Participates in Staff Meetings
- Other duties as assigned.

### Preferred Qualifications:

- Minimum 2 years' experience creating digital content for a nonprofit/cultural organization.
- Strong writing and editing skills with a keen eye for detail.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) or comparable software.
- Experience with a social media management platform is a plus.
- Understanding of website content management systems (WordPress) is a plus.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with diverse programs at the Bray.
- Passion for the visual arts, particularly ceramics
- Strong interest in the Bray's mission.
- Creativity, initiative, and a problem-solving mindset.

### Schedule and workplace:

This is a permanent, hourly, ½ time position (20 hrs/week). Occasional evening or weekend work and travel may be required. Workspace in the Bray offices is provided. Weekly schedule can be flexible, but must be scheduled with Communications Manager. This is not a remote position.

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### Compensation:

This is a permanent, part-time, hourly position.

\$22.60 per hour

Paid Time Off and other benefits according to employee manual

### To Apply:

Please submit your resume, cover letter, social media handle, and samples (3-5 pieces of your best digital content) to: <https://archiebray.slideroom.com/#/permalink/program/76912>

Your cover letter should include your social media handles, how your skills and experience qualify you for the role, and why you are interested in working for the Bray.