Digital Content Coordinator
The Madison Museum of Contemporary Art (MMoCA) seeks candidates for a full-time, exempt Digital Content Coordinator. Reporting to the Director of Communications, the Digital Content Coordinator is responsible for aligning the Museum’s vision and initiatives with cutting-edge technology. This position partners with the communications department’s marketing and public relations functions in order to promote the Museum by developing and maintaining an immersive digital experience for various audiences through appropriate platforms.

The Madison Museum of Contemporary Art is an independent, nonprofit organization that presents exhibitions by local, regional, national, and international artists. MMoCA exhibits, collects, and preserves modern and contemporary art to provide transformative experiences that educate, reflect, and inspire us as individuals and as a community.

Essential Duties and Responsibilities
- Plan, create, and execute engaging digital and video content for use on MMoCA’s website, email communications, and social media platforms.
- Identify new content opportunities by collaborating with the various Museum departments, as well as external partners, including colleges and universities, local arts organizations, and civic organizations.
- Create, coordinate, edit, and post video content for education programs, such as virtual artist talks and virtual education series, including creating intro- and outro-slides, with guidance from the Director of Communications.
- Develop and implement a content editorial calendar to manage content and plan specific, timely, digital campaigns that communicate the Museum’s mission and drive engagement across all platforms.
- In conjunction with the Director of Communications, develop and maintain the content for the digital content calendar to ensure regular updates to all channels and to take advantage of marketing and outreach opportunities.
- Attend MMoCA events, exhibition openings, and education programs to contribute live digital content to social media channels and record additional content for archival and website use.
- Research and recommend updates and revisions to the MMoCA website, including enhancing inclusion practices within the platform.
- Create and execute graphics for digital marketing campaigns and signage, coordinating with contracted graphic designers as needed.
- Monitor the Museum’s website and social media traffic, respond to feedback, and implement content/design changes based on analytics.
- Track website and social media traffic data on Museum exhibitions and education programs and present data to the Development Department as needed for regular reports to funders.
- Access analytics programs for Google, Facebook, Instagram, YouTube, and other digital platforms to assess outreach and audience development.
- Keep up to date on digital content trends, including related technology and delivery strategies, to maintain relevance of the Museum’s social brand.
- Develop and maintain a Social Media Protocols document.
- Assist in various marketing and development activities, both onsite and off, as needed.
- Monitor and update SEO efforts.

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• Work with Interns and Limited Term employees assigned to the Communications department on social media or digital content projects.
• Participate in the Mentorship of Teen Forum members.
• Contribute to MMOCA’s initiatives to expand and advance diversity, equity, accessibility, and inclusion.
• Help staff Art Fair on the Square as needed, alongside other MMOCA colleagues, for the Art Fair weekend in July.

Qualifications (Education, Experience, Skills, Certifications, Licenses)
• Higher education degree in digital marketing, digital media production, communications, journalism, or closely related field, or equivalent combination of education and experience.
• Minimum of two years of experience in digital content coordination, including in a college, university, nonprofit, or volunteer environment.
• Excellent writing, editing, and content design skills to create and publish content.
• Demonstrated experience coordinating multiple digital projects in a production environment using numerous distribution channels such as web pages, e-newsletters, and social media.
• Excellent project management skills/detail oriented.
• Facility with WordPress and Adobe Creative Cloud products, as well as social media publishing tools, reports, and metrics.
• Ability to deliver quality work on tight deadlines.
• Highly organized with strong communication and interpersonal skills.
• Desirable skills include photography, graphic design, and video production.
• Experience with paid social content promotion and targeting.
• Knowledge and interest in Contemporary Art.
• Experience and/or interest in the visual arts.
• Aptitude to be appreciative of multiple diverse perspectives, and a commitment to MMOCA’s initiatives regarding diversity, equity, accessibility, and inclusion.

Work Environment and Job Specifications
The work environment and job specifications listed below are representative of those that must be met by an employee, with or without accommodations, to successfully perform the essential functions of this job.
• Primarily perform work in an office environment
• Frequently move around the office and access or use computers, office equipment, telephone, and any other pertinent supplies, space or equipment used to perform the duties of the position.
• Work with frequent interruption.
• Sit for long periods of time
• Stand and walk for long periods of time during events
• Lift and/or move up to 10 pounds and occasionally lift and/or move up to 20 pounds
• Travel occasionally for events, meetings, etc.

Starting Salary: $36,000
How to Apply: Submit resume, cover letter, and portfolio (or relevant work examples) to hr@mmoca.org
Deadline to apply: Open Until Filled