

Digital Media Coordinator

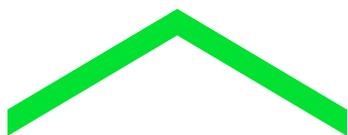
DEPARTMENT: Marketing and Communications

SUPERVISOR: Head of Marketing and Communications

STATUS: Full-Time

Founded in 1964, The Aldrich is dedicated to fostering the work of pioneering artists whose ideas and interpretations of the world around us serve as a platform to encourage creative thinking. The only museum in Connecticut devoted to the art of our time, throughout its fifty-five year history it has been a leader in shaping current cultural dialogue, presenting innovative exhibitions of contemporary art, engaging the community through thought-provoking interdisciplinary programs, and presenting groundbreaking educational initiatives.

The Digital Media Coordinator works with diverse Museum departments—Exhibitions, Education, Development, Special Events, and Visitor Services—and will actively organize and archive content and update The Aldrich’s website to ensure timely and accurate information is posted in a way to make the site dynamic, accessible, and engaging. In addition, this position will work on the Museum’s forthcoming website redesign process and will be instrumental to its success. This position supervises the Museum’s online presence and social media channels with the



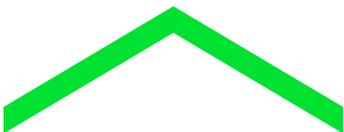
goals of elevating the Museum's profile, implementing outreach strategies to build constituency engagement, and supporting fundraising goals. This position will also schedule, develop, and format all Aldrich e-newsletters across all departments, create and manage a digital archive of all exhibitions, programs, and events, and support the Graphic Designer on special projects.

Responsibilities include:

- **Format content for, regularly review, update, and maintain the Museum's website**
- **Assist with the Museum's forthcoming website redesign process**
- **Assure the timeliness, quality, and accuracy of website content**
- **Update, review, and maintain online retail and ticketing platforms**
- **Implement social media outreach to disseminate information about Museum activities, building visibility for and interest in Museum news, exhibitions, and programs**
- **Maintain consistent and frequent postings across multiple social media platforms to convey energy and dynamism of Museum activities and exhibitions**
- **Develop and create video content for various Museum departments to share on website and social media, and to use for grant applications, when applicable**
- **Develop and integrate exhibition and program specific hashtags**
- **Plan/attend social media influencer events, facilitate takeovers with artists/influencers**
- **Create a social media content calendar and meet regularly with Education, Exhibitions, Marketing/Communications, and Development departments to discuss upcoming needs/concerns regarding social media and build out content and strategy**



- **Support digital marketing initiatives with copywriting and visual content creation**
- **Build out News section of the website with relevant content**
- **Develop online outreach materials, including monthly e-news, dedicated program eblasts, press eblasts and invitations, event e-invites, annual appeals, etc.**
- **Digitize archival material as necessary to create a robust exhibition history for the Museum's website**
- **Participate in regular meetings with Marketing/ Communications, Development, Education, and Exhibitions staff to identify e-blast and website needs**
- **Archive and track all exhibition, program, event, and institutional video/photography for use in materials and outreach; oversee exhibition and program photography and videography in collaboration with the Graphic Designer**
- **Field rights and reproduction image requests, with the Registrar**
- **Create and maintain online exhibitions archive, including PDFs of Aldrich publications**
- **Manage merchandise and inventory for online and onsite Shop**
- **Assist Graphic Designer on template-based design needs when necessary, i.e. monthly calendar mailer, Educator Resource Guides and One Sheets, Museum Guide, etc.**
- **Build Museum's Youtube channel**
- **Update and maintain the Museum's Wikipedia page**
- **Track and report on Google Analytics, Mailchimp, and social media analytics and provide information for assisting in the analysis of email promotions and social media channels**
- **Update and maintain the Museum's presence on international, national, and local online outlets, i.e. local listings, Artsy, Artforum, etc.**
- **Develop illustrated exhibition checklists**
- **Other special projects as assigned by the Head of Marketing**



and Communications, Marketing Manager, or Graphic Designer

- **Pull targeted lists on Raiser's Edge for email and direct mail materials**
- **Serving as staff photographer and videographer for artworks, installations, editions, and events including post-production, retouching, correcting, and editing images and video for website, social media, brochures, catalogues, press, and external use**

Requirements:

- **Fluent in Illustrator (InDesign and Photoshop a plus), with a strong understanding of producing and optimizing media for the web**
- **Ability to collaborate well; comfortable working with a broad range of Museum personnel, including curators, educators, technology designers, and development, marketing, and communications staff**
- **Effective written and verbal communication skills**
- **Excellent organizational and problem-solving skills**
- **Front and back end e-commerce experience a plus**
- **Knowledge of video editing a plus**

Application Process:

Please send a cover letter and resume to: jobs@aldrichart.org with the subject line "Digital Media Coordinator." Qualified candidates will be contacted. No phone calls, please.



The Aldrich Contemporary Art Museum

Non-Discrimination Policy

The Aldrich Contemporary Art Museum is committed to:

- **The goal of achieving equal opportunity for all.**
- **Providing an inclusive and welcoming environment for all members of the community.**
- **Providing an inclusive and nondiscriminatory work environment in which all employees are valued and empowered to succeed.**
- **Providing a workplace free from harassment of all kinds.**
- **Compliance with all federal and state legislation and regulations regarding non-discrimination.**

Consistent with these principles, The Aldrich does not discriminate on the basis of race, color, sex, sexual orientation, gender identity, expression and characteristics, age, religion, national or ethnic origin, visible or invisible disability, veteran status, or any other protected status.